NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 22, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	29.3	23,880
2	60 MINUTES	28.5	23,230
3	JEFFERSONS#	24.8	20,210
4	THREE'S COMPANY	24.6	20,050
5	ONE DAY AT A TIME#	24.5	19,970
6	ALICE#	24.1	19,640
7	"10"(S)	23.9	19,480
8	TOO CLOSE FOR COMFORT	23.5	19,150
9	ABC SUNDAY NIGHT MOVIE	23.2	18,910
10	BOB HOPE-NFL'S 60TH YEAR(S)	22.9	18,660
11	ARCHIE BUNKER'S PLACE#	21.7	17,690
12	HAPPY DAYS	21.6	17,600
12	NFL MONDAY NIGHT FOOTBALL	21.6	17,600
14	M*A*S*H	21.2	17,280
15	DYNASTY	20.8	16,950
15	MAGNUM, P.I.	20.8	16,950
17	FACTS OF LIFE	20.7	16,870
17	LAVERNE & SHIRLEY	20.7	16,870

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	19.3	41,640
2	60 MINUTES	19.1	41,140
3	ABC SUNDAY NIGHT MOVIE	17.1	36,930
4	THREE'S COMPANY	16.6	35,770
5	BOB HOPE-NFL'S 60TH YEAR(S)	16.3	35,130
6	MARY POPPINS(S)	16.0	34,450
7	HAPPY DAYS	15.9	34,310
8	ONE DAY AT A TIME#	15.5	33,410
9	DUKES OF HAZZARD	15.5	33,350
10	TOO CLOSE FOR COMFORT	15.4	33,310
11	LAVERNE & SHIRLEY	15.4	33,290
12	ALICE#	15.1	32,520
13	JEFFERSONS#	15.0	32,370
14	WALT DISNEY	14.8	31,850
15	MAGNUM, P.I.	14.5	31,360
16	GREATEST AMERICAN HERO	14.3	30,930
17	FACTS OF LIFE	14.3	30,850

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	26.5	22,440
2	60 MINUTES	22.2	18,770
3	JEFFERSONS#	20.5	17,400
4	ONE DAY AT A TIME#	20.0	16,940
5	ALICE#	19.7	16,720
6	MARY POPPINS(S)	18.6	15,750
7	BOB HOPE-NFL'S 60TH YEAR(S)	18.5	15,680
8	TOO CLOSE FOR COMFORT	18.4	15,600
9	THREE'S COMPANY	18.3	15,490
10	HART TO HART	17.2	14,560
11	ABC SUNDAY NIGHT MOVIE	17.2	14,540
12	MAGNUM, P.I.	17.1	14,470
13	TRAPPER JOHN, M.D.#	17.0	14,420
14	LORETTA LYNN-LADY/LEGEND(S)	16.9	14,300
15	"10"(S)	16.7	14,150
16	LOVE BOAT	16.6	14,100
17	FACTS OF LIFE	16.5	13,990
18	NBC MONDAY NIGHT MOVIES#	16.4	13,920
19	REAL PEOPLE	16.3	13,850

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	23.0	17,520
2	NFL MONDAY NIGHT FOOTBALL	21.7	16,550
3	ABC SUNDAY NIGHT MOVIE	20.6	15,650
4	CBS NFL FTBL GM 2#	19.4	14,740
5	CBS NFL FTBL GM 1	18.2	13,890
6	BOB HOPE-NFL'S 60TH YEAR(S)	17.7	13,460
7	DALLAS	17.3	13,180
8	NFL FOOTBALL GAME 2-NBC#	16.4	12,470
9	FALL GUY	15.8	12,060
10	"10"(S)	15.6	11,850
11	ONE DAY AT A TIME#	15.5	11,780
12	THAT'S INCREDIBLE	15.4	11,700
13	TODAY'S FBI#	15.3	11,650
14	ARCHIE BUNKER'S PLACE#	14.9	11,350
15	NFL FOOTBALL GAME 1-NBC#	14.8	11,300
16	ALICE#	14.8	11,240
17	MORE TV CENSORED BLOOPERS(S)	14.7	11,200
18	JEFFERSONS#	14.5	11,030

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 22, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	24.7	13,140
2	ABC SUNDAY NIGHT MOVIE	21.0	11,140
3	TOO CLOSE FOR COMFORT	20.3	10,770
4	THREE'S COMPANY	19.5	10,390
5	MARY POPPINS(S)	19.5	10,380
6	HART TO HART	19.3	10,270
7	60 MINUTES	17.9	9,510
8	HILL STREET BLUES	17.9	9,500
9	"10"(S)	16.9	8,970
10	HAPPY DAYS	16.8	8,910
11	LAVERNE & SHIRLEY	16.6	8,840
12	ONE DAY AT A TIME#	16.1	8,550
13	DYNASTY	15.9	8,450
14	JEFFERSONS#	15.5	8,260
15	ALICE#	15.3	8,120
16	NBC MONDAY NIGHT MOVIES#	15.2	8,090
17	MAGNUM, P.I.	15.0	7,960

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	31.2	8,070
2	JEFFERSONS#	31.0	8,010
3	DALLAS	29.6	7,650
4	ALICE#	28.0	7,250
5	ONE DAY AT A TIME#	27.3	7,060
6	BOB HOPE-NFL'S 60TH YEAR(S)	27.0	6,990
7	TRAPPER JOHN, M.D.#	27.0	6,980
8	LORETTA LYNN-LADY/LEGEND(S)	25.1	6,490
9	FATHER MURPHY	24.9	6,450
10	REAL PEOPLE	24.1	6,240
11	ARCHIE BUNKER'S PLACE#	24.0	6,200
12	GEO BURNS EARLY XMAS SPEC(S)	23.4	6,050
13	BARBARA MANDRELL	22.8	5,910
14	LOVE BOAT	21.8	5,640
15	MAGNUM, P.I.	21.6	5,590
16	LITTLE HOUSE-PRAIRIE	21.2	5,490
17	FACTS OF LIFE	20.0	5,180
18	DUKES OF HAZZARD	19.6	5,070

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE	23.8	12,140
2	NFL MONDAY NIGHT FOOTBALL	22.1	11,270
3	CBS NFL FTBL GM 2#	18.5	9,450
4	60 MINUTES	16.8	8,570
5	DALLAS	16.7	8,500
6	CBS NFL FTBL GM 1	16.7	8,490
7	FALL GUY	16.2	8,260
8	TODAY'S FBI#	15.8	8,050
9	NFL FOOTBALL GAME 2-NBC#	15.5	7,910
10	"10"(S)	15.1	7,680
11	HILL STREET BLUES	14.9	7,590
12	NFL FOOTBALL GAME 1-NBC#	14.9	7,580
13	MORK & MINDY	14.6	7,430
14	HART TO HART	14.4	7,330
15	THREE'S COMPANY	14.2	7,230
16	THAT'S INCREDIBLE	13.9	7,090

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	38.8	7,700
2	BOB HOPE-NFL'S 60TH YEAR(S)	28.2	5,590
3	ARCHIE BUNKER'S PLACE#	28.1	5,570
4	ONE DAY AT A TIME#	26.8	5,320
5	REAL PEOPLE	24.2	4,790
6	ALICE#	23.6	4,680
7	JEFFERSONS#	23.5	4,660
8	BARBARA MANDRELL	23.1	4,580
9	NFL MONDAY NIGHT FOOTBALL	21.7	4,300
10	MAGNUM, P.I.	21.3	4,230
11	CBS NFL FTBL GM 1	20.7	4,110
11	CBS NFL FTBL GM 2#	20.7	4,110
13	GEO BURNS EARLY XMAS SPEC(S)	20.6	4,090
14	FATHER MURPHY	19.8	3,930
14	NFL FOOTBALL GAME 2-NBC#	19.8	3,930
16	DALLAS	19.5	3,860
17	DUKES OF HAZZARD	18.6	3,680

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER–FIVE–MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																														
ABC NEWSBRIEF-M-F					40	186	185	A	18.1	28	1475	1763	692	279	758	284	487	418	363	220	674	291	436	370	289	189	150	76	181	125
MON.	8.58P	1	ABC	N		97	96	B	18.9	30	1540	1727	694	286	767	297	477	411	346	237	638	256	403	355	283	194	138	66	184	127
1 TU-TH	9.58P	1																												
1 FRI.	9.28P	1																												
2 TU-F	9.58P	1																												
ABC NEWSBRIEF-SAT.					8	197	191	A	20.2	33	1646	1870	739	365	834	314	482	437	368	298	602	282	396	316	232	185	180	87	254	188
SAT.	9.58P	1	ABC	N		98	98	B	19.9	34	1622	1840	759	338	859	329	502	427	363	296	563	239	357	300	223	186	183	113	235	185
ABC NEWSBRIEF-SUN.					8	194	193	A	22.3	34	1817	1941	702	276	752	358	581	489	328	129	817	427	636	555	349	121	165	70	207	143
1 SUN.	9.54P	2	ABC	N		98	98	B	18.1	27	1475	1840	698	286	753	342	545	469	324	159	786	361	556	526	358	164	140	63	161	110
2 SUN.	10.00P	1																												
ABC SPORTS UPDATE-SAT					8	186	189	A	15.6	25	1271	1689	750	294	836	264	436	371	368	358	574	196	309	265	258	230	136	46^	143	82^
1 SAT.	8.58P	1	ABC	N		98	98	B	17.1	28	1394	1849	758	339	860	335	492	385	331	318	562	228	335	281	216	199	159	102	268	195
2 SAT.	8.28P	1																												
ABC SPORTS UPDATE-SUN					8	189	195	A	14.9	22	1214	2045	770	322	820	242	512	523	460	233	814	296	550	468	434	211	142	41^	269	175
1 SUN.	7.28P	1	ABC	N		98	99	B	14.8	22	1206	1952	721	306	777	265	492	466	383	227	772	316	511	468	373	193	159	67	244	162
2 SUN.	8.26P	1																												
ABC SUNDAY NIGHT MOVIE					4	200	199	A	23.2	36	1891	1953	711	292	769	347	590	496	352	136	828	422	642	552	351	135	171	71	185	130
1 SUN.	8.00P	180	ABC	FF		99	99	B	21.9	33	1785	1941	739	309	815	376	613	509	352	153	741	378	572	499	305	126	193	94	192	137
2 SUN.	9.00P	153																												
8.00 - 8.30								A	21.3	31	1736	2118	849	289	890	420	642	546	347	191	750	382	579	517	328	133^	169	106^	309	218
8.30 - 9.00								A	23.4	34	1907	2053	800	291	834	388	594	511	327	187	747	388	576	505	326	130	175	107^	297	205
9.00 - 9.30								A	22.2	32	1809	2054	726	309	803	358	608	515	359	148	844	438	655	565	357	135	169	66	238	170
9.30 - 10.00								A	22.8	34	1858	2011	701	312	780	354	605	506	356	131	852	448	681	581	356	118	178	57^	201	140
10.00 - 10.30								A	24.4	38	1989	1877	693	275	743	327	576	488	362	125	820	416	632	543	350	135	170	68	144	106
10.30 - 11.00								A	24.2	40	1972	1864	683	286	736	332	574	481	350	124	823	408	630	537	358	139	182	73	123	89
11.00 - 11.30								A	23.6	46	1923	1791	598	272	647	287	538	432	338	86^	924	444	705	598	381	176	158	52^	62^	42^
ABC WORLD NEWS TONIGHT					39	201	201	A	13.4	23	1092	1560	710	237	744	166	350	336	391	336	650	166	299	301	334	289	65	36^	101	54
M-F	6.30P	30	ABC	N		99	99	B	12.7	23	1035	1497	690	221	724	165	326	322	371	341	614	160	283	289	322	267	55	29	104	58
ABC WRLD NEWS TONIGHT-SUN					7	157	155	A	8.1	14	660	1526	685	167^	709	101^	230	254	329	419	675	205	342	296	329	267	39v	19v	103^	68^
SUN.	6.30P	30	ABC	N		87	84	B	7.4	13	603	1545	717	211	773	118	295	306	350	422	645	183	306	295	285	272	46	22	81	49
ALICE					6	195		A	24.1	35	1964	1656	782	261	853	242	414	399	377	369	573	183	278	286	247	239	105^	65^	125	99^
1 SUN.	9.18P	30	CBS	CS		99		B	22.1	32	1801	1708	778	305	876	274	443	407	379	356	550	187	301	282	240	216	101	60	181	124
ARCHIE BUNKER'S PLACE					6	193		A	21.7	31	1769	1656	720	245	775	177	358	371	393	351	641	171	258	280	281	315	85^	37^	155	122^
1 SUN.	8.18P	30	CBS	CS		99		B	20.1	31	1638	1643	716	266	802	220	360	339	358	373	594	179	284	274	263	274	86	50	161	111
BARBARA MANDRELL					7	212	212	A	16.8	27	1369	1691	746	272	842	159	337	336	418	433	642	128	250	243	335	335	94	46^	113	76^
SAT.	8.00P	60	NBC	GV		99	99	B	16.3	27	1328	1765	778	245	842	177	353	367	407	411	653	150	298	293	340	302	112	64	158	98
8.00 - 8.30								A	16.5	27	1345	1676	737	254	824	154	323	325	407	429	654	119	237	240	346	357	93	46^	105	75^
8.30 - 9.00								A	17.1	28	1394	1690	749	284	852	162	348	348	423	431	625	135	257	245	321	311	95	46^	118	76^
BARNEY MILLER					4	203	202	A	18.6	29	1516	1631	645	267	716	297	448	359	326	210	678	336	450	388	262	183	102	43^	135	75^
THU.	9.00P	30	ABC	CS		99	99	B	17.5	27	1426	1614	673	284	739	313	468	379	329	220	660	307	428	379	265	192	86	38	129	75
BATTLE-NETWORK STARS(S)							191	A	15.8	26	1288	1974	723	292	791	319	544	468	373	199	592	195	399	347	296	158^	244	145^	347	221
2 FRI.	8.00P	120	ABC	SE			98																							
8.00 - 8.30								A	14.3	24	1165	2079	743	266	799	329	562	494	372	194^	646	199^	426	392	335	177^	204	102^	430	266
CONT'D																														

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG AUD %	SHARE %	AVG AUD (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BATTLE-NETWORK STA-CONT'D																										
8.30 - 9.00				A	15.6	26	1271	1966	697	278	759	305	529	464	368	187^	616	205	409	366	310	165^	230	134^	361	216
9.00 - 9.30				A	16.7	28	1361	1942	720	312	786	320	537	466	373	190	569	196	388	328	276	150^	273	168^	314	215
9.30 - 10.00				A	16.6	27	1353	1918	731	309	821	326	551	457	378	222	547	185	380	312	266	144^	257	167^	293	191
BENSON	2	203		A	18.7	32	1524	1885	721	271	822	296	481	402	360	288	473	126^	245	277	247	181	200	115^	390	275
1 FRI. 8.00P 30 ABC CS		99		B	19.7	33	1606	1867	756	288	832	295	485	426	352	291	525	181	321	309	254	163	154	83	356	248
BEST OF THE WEST	10	204	201	A	17.0	27	1386	1785	613	248	639	273	450	398	307	125	593	322	447	371	241	104	168	74^	385	271
THU. 8.30P 30 ABC CS		99	99	B	17.5	28	1426	1882	663	281	714	319	495	418	312	168	591	290	420	355	242	138	190	96	387	259
BOB HOPE-NFL'S 60TH YEAR(S)			204	A	22.9	32	1866	1883	779	322	840	215	401	367	386	375	721	160	352	[illegible]	382	299	151	72^	171	126^
2 SUN. 8.00P 120 NBC GV			99																							
8.00 - 8.30				A	23.0	33	1875	1957	766	342	840	235	427	395	385	347	719	182	376	392	370	272	170	65^	228	162
8.30 - 9.00				A	24.9	34	2029	1932	781	343	846	245	448	388	388	342	734	182	377	388	380	286	163	82^	189	135
9.00 - 9.30				A	22.6	32	1842	1811	783	307	840	215	380	334	368	396	717	141	333	343	392	320	122^	64^	132	101^
9.30 - 10.00				A	21.3	31	1736	1790	781	293	823	158	344	347	393	413	704	126^	306	334	386	321	142	72^	121^	96^
BUGS BUNNYS THNKGVNG DIET(S)		191		A	17.1	26	1394	2073	663	282	740	338	549	443	352	129^	508	234	340	309	230	143^	154^	36v	671	362
1 TUE. 8.00P 30 CBS EA		99																								
CBS EVENING NEWS-RATHER	40	197	197	A	13.7	23	1117	1509	678	182	726	133	261	284	338	395	629	151	271	284	297	302	61	14^	93	58
M-F 6.30P 30 CBS N		99	99	B	13.1	24	1068	1508	695	195	754	146	288	313	362	393	605	152	276	285	288	276	64	29	85	51
CBS EVENING NEWS-DEAN	4		113	A	7.9	13	644	1467	469	180^	545	89v	171^	182^	276^	328^	758	110^	327^	366^	374	392	138^	39v	26v	26v
2 SUN. 6.30P 30 CBS N			66	B	8.4	15	685	1505	671	188	711	117	249	269	345	397	638	98	230	282	352	344	96	25	60	28
CBS SAT. NEWS-SCHIEFFER	9	142	141	A	11.2	20	913	1613	704	171	768	116^	270	271	379	445	666	196	280	238	259	320	49^	26v	130^	64^
SAT. 6.30P 30 CBS N		85	85	B	9.9	19	807	1528	716	187	784	130	267	283	365	448	609	137	266	258	283	296	45	22	90	41
CBS SAT. NIGHT MOVIE	7	197	200	A	15.6	27	1271	2015	736	251	834	425	607	488	327	179	703	349	512	486	296	124	208	85^	270	205
SAT. 9.00P 120 CBS FF		99	99	B	16.5	29	1345	2011	719	265	802	350	549	493	364	193	724	308	497	469	353	157	180	63	305	221
9.00 - 9.30				A	15.2	24	1239	2027	714	243	799	404	562	459	310	188	720	383	521	480	268	144	168	71^	340	233
9.30 - 10.00				A	15.2	25	1239	1978	709	249	793	421	593	477	301	158	684	350	504	479	282	113	195	76^	306	221
10.00 - 10.30				A	16.6	30	1353	2028	754	256	864	438	628	507	343	187	695	334	509	489	315	113	232	96	237	194
10.30 - 11.00				A	15.6	29	1271	1991	749	250	858	428	625	498	343	179	700	322	503	482	315	125	232	96	201	171
CHIPS	8	212	206	A	15.5	23	1263	2182	730	334	805	295	482	405	351	273	744	299	484	388	336	214	219	90^	414	292
1 SUN. 8.00P 60 NBC OP		99	98	B	16.8	25	1369	2115	673	285	753	284	459	387	317	247	664	250	434	378	317	182	231	89	467	306
2 SUN. 7.00P 60																										
7.00 - 7.30				A	12.4	19	1011	2056	762	262	808	271	456	376	356	311	730	245	461	399	366	224^	173^	52v	345	250
7.30 - 8.00				A	15.0	22	1223	2297	782	292	824	261	457	420	379	303	781	280	494	432	375	230	217	63^	475	346
8.00 - 8.30				A	16.7	24	1361	2190	695	374	790	322	506	421	331	238	735	328	488	361	309	208	260	132^	405	282
8.30 - 9.00				A	17.8	26	1451	2141	684	367	788	311	495	401	336	248	719	317	477	362	306	199	221	103^	413	280
CODE RED	4	191	190	A	12.7	19	1035	2088	776	341	854	282	568	552	453	217	719	247	479	468	417	161	165	78^	350	215
SUN. 7.00P 60 ABC GD		99	98	B	12.9	20	1051	2067	760	331	835	275	525	496	422	252	665	246	442	418	361	159	185	85	382	223
7.00 - 7.30				A	11.4	18	929	2059	783	339	855	270	552	539	457	233	709	233	464	457	418	167	148	66^	347	212
7.30 - 8.00				A	14.0	21	1141	2098	765	341	848	292	582	558	447	199	722	254	485	474	416	155	178	84^	350	216
DALLAS	7	202	202	A	29.3	50	2388	1744	857	345	940	356	551	481	405	321	551	225	356	307	255	162	117	49^	136	99
FRI. 10.00P 60 CBS GD		99	99	B	28.1	47	2290	1709	832	315	916	351	525	475	394	313	541	213	336	307	245	169	100	55	152	112
10.00 - 10.30				A	29.2	49	2380	1780	850	341	933	358	548	479	400	317	565	233	365	313	255	166	121	52	161	113
10.30 - 11.00				A	29.4	52	2396	1699	861	347	943	354	551	485	406	322	535	217	344	300	252	157	113	46^	108	84

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DIFF'RENT STROKES	4	200	203	A	16.2	25	1320	1842	707	202	783	201	387	340	335	350	532	140	272	271	239	215	194	59^	333	239
THU. 9.00P 30 NBC CS		98	99	B	15.7	25	1280	1881	714	241	803	214	410	377	369	338	544	166	299	275	241	205	213	72	321	233
DUKES OF HAZZARD	7	199	200	A	20.4	34	1663	2005	693	239	745	228	393	345	337	304	585	216	329	287	257	222	148	45^	527	326
1 FRI. 9.00P 60 CBS CS		99	98	B	22.6	37	1842	2001	704	265	770	264	426	384	346	284	554	208	324	298	256	190	145	53	532	334
2 FRI. 8.00P 120																										
8.00 - 8.30				A	18.4	31	1500	2081	739	244	787	273	416	347	312	323	630	266	364	297	239	231	115^	40v	549	320
8.30 - 9.00				A	19.9	33	1622	2090	729	248	780	251	412	349	326	324	657	260	377	313	259	245	125^	34v	528	317
9.00 - 9.30				A	20.0	33	1630	2008	688	239	739	207	381	343	347	308	570	195	309	279	267	225	159	55^	540	339
9.30 - 10.00				A	22.0	36	1793	1937	674	234	721	217	384	347	343	289	552	203	314	279	252	203	155	45^	509	323
DYNASTY	2	201	201	A	20.8	36	1695	1529	749	304	802	315	498	449	388	229	524	232	300	258	205	171	122	62^	81	62^
WED. 10.00P 60 ABC GD		99	99	B	20.8	36	1695	1529	749	304	802	315	498	449	388	229	524	232	300	258	205	171	122	62	81	62
10.00 - 10.30				A	21.1	35	1720	1539	741	303	795	309	491	448	391	229	534	234	304	266	209	177	123	64^	87	66^
10.30 - 11.00				A	20.5	36	1671	1509	756	304	806	318	504	451	388	227	514	233	296	249	199	163	116	58^	73	55^
FACTS OF LIFE	4	202	201	A	20.7	31	1687	1829	784	299	831	286	470	406	351	308	556	161	316	321	274	181	196	119	246	195
WED. 9.00P 30 NBC CS		99	98	B	20.9	31	1703	1727	745	289	808	271	437	387	340	318	485	138	271	264	242	173	191	106	243	189
FALL GUY	3	200	199	A	19.6	30	1597	1761	622	254	676	285	466	424	320	166	756	342	518	456	349	187	122	22^	207	165
WED. 9.00P 60 ABC A		99	99	B	18.9	30	1540	1805	658	265	700	292	484	448	332	166	764	334	522	460	361	197	147	26	194	144
9.00 - 9.30				A	19.1	29	1557	1771	622	255	676	295	467	418	307	168	750	346	514	454	335	188	121	24^	224	180
9.30 - 10.00				A	20.1	31	1638	1747	622	251	676	278	468	428	330	162	762	338	523	458	363	187	119	18v	190	150
FANTASY ISLAND	7	199	195	A	18.5	34	1508	1651	714	341	766	266	429	397	348	290	547	230	353	281	239	175	149	101	189	130
SAT. 10.00P 60 ABC A		99	99	B	18.5	34	1508	1725	737	327	828	321	488	409	343	283	554	235	352	296	224	180	142	85	201	163
10.00 - 10.30				A	18.4	33	1500	1651	717	350	765	271	434	396	342	288	527	215	337	269	233	170	150	96	209	143
10.30 - 11.00				A	18.6	35	1516	1641	711	333	766	262	423	394	351	294	560	241	366	289	245	176	145	106	170	118
FATHER MURPHY	3	211	212	A	17.0	25	1386	1754	791	259	865	181	347	337	412	467	607	144	281	281	279	284	81^	55^	201	129
TUE. 8.00P 60 NBC GD		99	99	B	17.7	26	1443	1687	779	260	849	172	317	334	410	457	610	163	259	282	282	298	68	34	160	102
8.00 - 8.30				A	16.5	25	1345	1706	789	255	863	176	331	319	402	482	585	131	252	257	261	289	78^	55^	180	112
8.30 - 9.00				A	17.5	26	1426	1792	791	262	862	186	364	355	418	446	624	156	307	303	292	278	86	56^	220	143
1ST AMER. ULTRA QUIZ PT.1(S)		205		A	9.4	14	766	1637	728	189^	766	139^	313	321	338	412	583	201^	322	291^	179^	236^	117^	64v	171^	98^
1 TUE. 9.00P 60 NBC PV		99																								
9.00 - 9.30				A	9.3	14	758	1620	711	172^	741	135^	292^	306^	314	410	589	199^	319	301^	183^	246^	112^	65v	178^	100^
9.30 - 10.00				A	9.5	14	774	1634	740	205^	783	142^	328	332	356	412	572	201^	323	281^	170^	224^	118^	61v	161^	91^
1ST AMER. ULTRA QUIZ PT.2(S)			205	A	11.8	17	962	1781	748	310	809	223^	394	345	377	350	687	242^	374	359	294	262	109^	70^	176^	176^
2 TUE. 9.00P 60 NBC PV			99																							
9.00 - 9.30				A	11.3	17	921	1742	731	299	775	186^	355	321	366	364	681	237^	376	364	300	254^	112^	79^	174^	174^
9.30 - 10.00				A	12.3	18	1002	1808	763	318	837	253	427	367	389	336	690	247	370	351	288	269	104^	62^	177^	177^
FITZ AND BONES	4	193		A	9.4	18	766	1453	714	223^	762	210^	425	340	416	271^	571	196^	292^	302^	245^	224^	99^	11v	21v	17v
1 SAT. 10.00P 60 NBC SM		98		B	8.7	16	709	1598	714	243	777	227	462	399	403	269	661	238	393	403	312	204	85	26	75	51
10.00 - 10.30				A	9.4	17	766	1439	735	223^	757	199^	406	328	406	294^	578	198^	286^	297^	241^	237^	74v	9v	30v	24v
10.30 - 11.00				A	9.4	18	766	1454	690	218^	763	220^	441	348	421	251^	561	193^	296^	308^	250^	207^	119^	12v	11v	11v
FLAMINGO ROAD	3	201	201	A	13.2	22	1076	1477	765	312	860	303	477	403	369	315	474	170	269	241	214	171	74^	49^	69^	45^
TUE. 10.00P 60 NBC CD		99	99	B	14.1	24	1149	1456	774	280	846	281	443	397	379	323	506	172	274	264	233	188	54	38	50	33
10.00 - 10.30				A	13.0	21	1060	1524	777	311	873	314	486	397	366	325	487	178	275	245	210	180	82^	54^	82^	54^
10.30 - 11.00				A	13.3	23	1084	1435	759	313	853	293	471	410	378	309	461	161	262	235	217	165	67^	46^	54^	35^
GEO BURNS EARLY XMAS SPEC(S)			199	A	20.4	29	1663	1604	774	253	828	199	399	393	438	364	573	180	279	277	252	246	117^	47^	86^	46^
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
GEO BURNS EARLY XM-CONT'D																										
2 MON. 9.00P 60 NBC GV			99																							
9.00 - 9.30				A	20.3	29	1654	1599	775	260	835	213	416	409	435	352	560	184	274	270	243	242	104^	42^	100^	49^
9.30 - 10.00				A	20.5	30	1671	1603	771	245	819	186	385	376	439	375	583	175	287	282	259	250	129^	50^	72^	41^
GIMME A BREAK	4	196	196	A	14.5	23	1182	1723	775	179	829	238	417	388	329	362	550	152	286	282	265	211	133	35^	211	148
THU. 9.30P 30 NBC CS		97	98	B	14.4	23	1174	1738	779	266	878	264	462	412	372	358	550	160	298	279	256	205	144	56	166	118
GREATEST AMERICAN HERO	3	202	202	A	17.7	27	1443	2143	617	284	716	347	510	457	290	154	634	332	456	388	234	143	234	84	559	351
WED. 8.00P 60 ABC CS		99	99	B	17.8	27	1451	2177	629	276	714	352	511	455	283	157	651	346	479	414	248	139	253	90	559	346
8.00 - 8.30				A	16.6	26	1353	2118	627	306	726	339	508	468	302	163	620	313	436	379	235	148	213	75^	559	349
8.30 - 9.00				A	18.8	28	1532	2159	604	264	702	352	508	447	277	142	643	348	473	393	231	138	255	93	559	351
GUINESS BK-WORLD RECORDS(S)		192		A	13.5	22	1100	1917	737	285	800	238	455	431	430	290	561	163^	320	308	303	207^	190^	94^	366	268
1 FRI. 8.30P 60 ABC U		98																								
8.30 - 9.00				A	15.2	26	1239	1943	736	234	794	279	487	448	403	243	538	178^	320	305	261	185^	194	98^	417	312
9.00 - 9.30				A	11.8	19	962	1872	735	346	802	182^	414	408	464	347	590	142^	318	311	354	236^	183^	88^	297	213^
HAPPY DAYS	6	203	204	A	21.6	32	1760	1949	656	277	719	304	506	412	319	185	539	263	391	331	212	105	272	149	419	294
TUE. 8.00P 30 ABC CS		99	99	B	22.2	34	1809	1949	680	280	748	339	522	429	302	189	514	249	378	316	214	101	282	141	405	280
HARPER VALLEY	4	198	198	A	13.3	21	1084	1623	736	218	795	175	323	326	351	422	554	109^	185	203	284	299	85^	43^	189	105^
THU. 8.00P 30 NBC CS		94	97	B	13.2	21	1076	1675	703	205	779	154	293	293	357	431	608	141	243	244	276	315	84	44	204	118
HART TO HART	6	202	202	A	20.2	34	1646	1769	816	301	884	359	624	534	430	212	639	285	446	370	285	147	162	68^	84	67^
TUE. 10.00P 60 ABC PD		99	99	B	20.5	34	1671	1690	769	309	838	340	564	492	388	214	582	261	409	356	262	134	171	80	99	70
10.00 - 10.30				A	20.5	33	1671	1821	831	324	900	372	643	544	435	208	648	291	451	368	283	151	175	75	98	76
10.30 - 11.00				A	19.8	34	1614	1720	805	278	874	349	609	525	425	220	631	278	438	374	286	145	145	59^	70^	60^
HILL STREET BLUES	4	215	215	A	19.0	34	1549	1830	763	312	865	382	613	502	377	199	689	297	489	443	313	167	169	54^	107	84
THU. 10.00P 60 NBC OP		99	99	B	18.6	33	1516	1734	769	322	865	357	575	496	386	227	666	278	461	423	300	165	129	53	74	57
10.00 - 10.30				A	18.7	32	1524	1831	768	314	860	364	598	498	381	209	681	279	478	433	320	173	171	54^	119	95
10.30 - 11.00				A	19.2	36	1565	1835	766	313	877	402	629	506	376	193	697	318	505	451	306	161	162	52^	99	75^
HOUSE CALLS	3	195	194	A	18.3	27	1491	1542	793	326	860	324	479	430	363	288	476	193	276	252	192	169	92	47^	114	63^
MON. 9.30P 30 CBS CS		99	99	B	18.6	27	1516	1582	794	325	866	312	478	443	364	296	502	189	298	274	218	169	107	62	107	61
INCREDIBLE HULK	4	192		A	17.2	29	1402	2031	652	324	786	258	427	329	343	305	504	175	233	215	237	236	157^	43^	584	347
1 FRI. 8.00P 60 CBS SF		98		B	17.5	30	1426	2038	712	298	801	292	447	397	340	275	591	220	346	324	281	206	137	43	509	299
8.00 - 8.30				A	16.0	27	1304	2058	662	322	805	264	428	338	356	317	519	177^	243	221	249	247	134^	27v	600	345
8.30 - 9.00				A	18.5	31	1508	1989	638	321	762	251	420	319	328	290	486	167	221	211	227	225	177	56^	564	348
IT'S ONLY HUMAN(S)		194		A	10.9	19	888	1732	698	260^	742	233^	449	418	363	270	721	263^	462	473	352	203^	147^	97^	122^	88^
1 FRI. 10.00P 60 NBC PV		98																								
10.00 - 10.30				A	11.9	20	970	1761	744	271	794	253	509	467	404	264	706	271	468	475	338	187^	161^	101^	100^	81^
10.30 - 11.00				A	9.9	17	807	1686	636	243^	673	204^	374	360	313	274^	737	255^	456	467	364	224^	128^	90^	148^	94^
JEFFERSONS	7	194		A	24.8	38	2021	1602	774	285	860	235	408	379	390	396	547	172	266	282	238	231	87^	60^	108^	81^
1 SUN. 9.48P 30 CBS CS		99		B	22.2	34	1809	1651	769	316	856	279	449	415	380	332	563	196	317	302	253	210	109	58	123	87
JESSICA NOVAK	3	191	192	A	13.3	24	1084	1531	797	279	875	283	491	452	422	309	495	180	296	248	255	173	82^	53^	79^	53^
THU. 10.00P 60 CBS GD		99	99	B	13.3	24	1084	1552	783	278	870	274	487	436	401	321	509	171	312	281	268	169	110	49	63	41
10.00 - 10.30				A	13.4	23	1092	1582	802	284	881	289	503	462	426	305	500	172	299	254	271	175	96^	64^	105^	77^
10.30 - 11.00				A	13.3	25	1084	1458	783	267	859	273	474	438	415	308	483	183	290	239	237	169	67^	41^	49^	30^
KNOTS LANDING	2	198	199	A	18.3	29	1491	1698	775	279	869	306	484	438	402	307	518	149	295	257	289	197	113	65^	198	146
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																													
KNOTS LANDING-CONT'D																													
THU. 9.00P	60	CBS	GD		99	99	B	18.3	29	1491	1698	775	279	869	306	484	438	402	307	518	149	295	257	289	197	113	65	198	146
9.00 - 9.30							A	17.7	28	1443	1701	765	260	862	303	471	428	387	313	519	151	294	259	283	199	115	67^	205	141
9.30 - 10.00							A	18.9	30	1540	1692	786	297	879	312	500	450	413	302	514	149	294	254	287	196	108	61^	191	148
LAVERNE & SHIRLEY				5	202	204	A	20.7	30	1687	1973	635	300	717	346	523	404	280	172	485	231	351	288	191	97	286	150	485	337
TUE. 8.30P	30	ABC	CS		99	99	B	20.5	30	1671	1937	652	285	726	327	511	412	295	184	506	248	366	302	196	111	270	138	435	302
LEWIS AND CLARK				4	200	200	A	10.8	17	880	1650	698	151	762	190	345	330	304	387	586	178	277	268	251	249	85^	30v	217	146
THU. 8.30P	30	NBC	CS		97	98	B	11.4	18	929	1678	675	183	763	173	320	301	320	404	626	195	314	294	252	268	71	26	218	137
LITTLE HOUSE-PRAIRIE				7	217	216	A	18.5	27	1508	1871	753	242	842	278	430	375	350	363	505	138	249	251	257	219	141	87	383	243
MON. 8.00P	60	NBC	GD		99	99	B	19.4	29	1581	1854	813	278	909	303	479	408	370	380	466	147	241	224	209	195	133	78	346	209
8.00 - 8.30							A	17.4	25	1418	1844	755	229	850	267	422	366	356	382	502	124	230	227	256	240	126	76^	366	223
8.30 - 9.00							A	19.5	28	1589	1896	753	255	838	290	439	381	347	349	510	150	26[illegible]	270	260	204	150	92	398	263
LORETTA LYNN-LADY/LEGEND(S)						199	A	20.5	32	1671	1553	784	298	856	216	415	406	441	388	563	183	306	298	273	216	86^	61^	48^	27v
2 MON. 10.00P	60	NBC	GV			99																							
10.00 - 10.30							A	20.8	32	1695	1556	773	295	853	220	402	386	427	395	583	185	314	305	284	227	80^	61^	40^	24v
10.30 - 11.00							A	20.2	33	1646	1543	793	302	858	213	429	421	454	383	540	177	295	290	261	202	90^	59^	55^	32v
LOU GRANT				3	196	195	A	17.5	28	1426	1451	782	301	852	304	502	469	404	255	518	239	319	291	205	145	47^	19v	34^	29^
MON. 10.00P	60	CBS	GD		99	99	B	17.0	27	1386	1444	793	311	872	322	519	483	384	262	493	217	307	286	201	134	45	22	34	27
10.00 - 10.30							A	17.3	26	1410	1459	796	323	873	307	513	474	416	263	502	223	305	281	205	144	48^	19v	36^	30^
10.30 - 11.00							A	17.6	29	1434	1448	773	279	836	302	494	467	398	248	538	260	335	300	204	148	43^	19v	31^	27^
LOVE BOAT				7	204	195	A	20.4	33	1663	1847	754	339	848	279	458	416	375	338	590	252	362	294	229	207	179	78	230	158
1 SAT. 9.00P	60	ABC	CS		99	99	B	21.5	36	1752	1875	767	344	863	308	493	420	375	315	574	232	358	297	229	195	165	96	273	204
2 SAT. 8.00P	120																												
8.00 - 8.30							A	16.5	27	1345	1732	776	303	840	204	417	405	397	369	565	184	309	277	248	236	189	63^	138^	81^
8.30 - 9.00							A	19.0	31	1549	1770	773	320	853	236	443	423	384	355	573	211	315	278	228	228	199	71^	145^	81^
9.00 - 9.30							A	21.0	34	1712	1894	750	348	858	315	476	409	361	335	602	273	383	301	229	202	167	78	267	183
9.30 - 10.00							A	22.5	37	1834	1875	743	352	838	292	465	420	373	325	590	273	380	300	224	191	179	87	268	195
LOVE, SIDNEY				4	200	200	A	17.8	27	1451	1682	760	292	793	266	438	377	340	303	537	187	310	290	225	185	156	96	196	153
WED. 9.30P	30	NBC	CS		98	97	B	18.8	29	1532	1603	752	294	809	276	423	375	341	330	455	160	264	248	196	159	147	84	192	152
MAGGIE				4	192		A	10.9	18	888	1768	758	268	848	281	419	311	348	403	616	204^	281	231^	268	266^	98^	45v	206^	143^
1 SAT. 8.00P	30	ABC	CS		98		B	12.3	21	1002	1765	727	297	779	260	401	345	324	330	617	240	342	313	241	227	115	62	254	155
MAGNUM, P.I.				7	201	201	A	20.8	33	1695	1850	749	278	855	283	470	404	396	329	598	180	317	287	288	250	148	54^	249	151
THU. 8.00P	60	CBS	PD		99	99	B	20.2	32	1646	1811	738	265	844	246	429	399	404	337	605	169	305	309	311	241	145	55	217	139
8.00 - 8.30							A	19.3	31	1573	1835	751	272	852	277	465	402	397	334	598	176	310	284	290	257	136	46^	249	148
8.30 - 9.00							A	22.3	35	1817	1858	744	279	853	286	474	400	394	325	599	188	326	290	286	242	156	60^	250	156
MAKING A LIVING				4	192		A	11.4	18	929	1661	717	283	823	329	442	306	323	362	618	231^	332	250^	267	243^	86^	25v	134^	73^
1 SAT. 8.30P	30	ABC	CS		99		B	13.0	22	1060	1829	707	293	772	278	428	364	317	302	635	269	386	328	239	214	134	88	288	182
MARY POPPINS(S)						194	A	20.2	30	1646	2093	836	360	957	450	630	517	350	270	578	251	402	341	224	153	142	57^	416	217
2 SUN. 8.00P	180	CBS	FF			99																							
8.00 - 8.30							A	22.8	32	1858	2215	835	361	968	436	638	514	374	279	638	277	421	381	235	184	133	54^	47[illegible]	230
8.30 - 9.00							A	23.1	32	1883	2246	869	381	999	476	671	546	364	271	595	265	409	371	220	157	138	59^	514	258
9.00 - 9.30							A	21.0	29	1712	2191	871	387	982	462	642	520	351	287	578	258	414	362	222	142	147	64^	484	241
9.30 - 10.00							A	19.3	28	1573	2045	843	370	965	462	638	516	343	276	570	255	403	331	221	143^	140^	54^	370	196
CONT'D																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MARY POPPINS(S)-CONT'D																										
10.00 - 10.30				A	18.0	28	1467	1905	802	344	920	440	609	503	325	261	516	206	360	291	215	145^	153^	58^	316	184
10.30 - 11.00				A	17.1	28	1394	1825	766	306	873	415	555	477	315	252	526	225	389	287	226	126^	153^	55^	273	167^
M*A*S*H	4	198	196	A	21.2	30	1728	1586	716	294	774	295	438	424	338	244	522	221	301	285	209	175	159	78	131	82
MON. 9.00P 30 CBS CS		99	99	B	23.4	33	1907	1663	754	300	814	285	466	444	371	267	582	230	353	329	249	184	154	65	113	83
MCCLAIN'S LAW	1		197	A	13.1	22	1068	1666	688	276	736	171^	356	387	372	323	810	210^	425	428	410	332	24v	19v	96^	58^
2 FRI. 9.00P 120 NBC OP			98	B	13.1	22	1068	1666	688	276	736	171	356	387	372	323	810	210	425	428	410	332	24	19	96	58
9.00 - 9.30				A	13.4	22	1092	1553	651	274	713	175^	346	380	378	305	726	178^	347	367	376	327	7v	7v	107^	68^
9.30 - 10.00				A	13.5	22	1100	1646	707	295	756	188^	366	404	387	324	797	214^	430	425	408	321	18v	10v	75^	32v
10.00 - 10.30				A	13.3	22	1084	1780	706	267	747	165^	373	397	372	329	862	226	470	472	435	333	47v	33v	124^	78^
10.30 - 11.00				A	12.2	21	994	1680	682	267	724	149^	342	358	358	338	850	220^	448	454	423	341	26v	26v	80^	55v
MIKE WALLACE PROFILE(S)			192	A	10.4	19	848	1383	623	213^	656	164^	255^	328	362	279	677	186^	399	340	323	263^	26v	7v	24v	24v
2 TUE. 10.30P 30 CBS DN			98																							
MORE TV CENSORED BLOOPERS(S)		196		A	19.1	31	1557	1861	808	259	861	310	510	452	373	301	720	279	450	426	313	222	154	66^	126^	78^
1 FRI. 9.00P 60 NBC CV		98																								
9.00 - 9.30				A	17.9	29	1459	1844	804	253	852	299	489	426	369	312	721	270	436	402	313	243	153^	65^	118^	68^
9.30 - 10.00				A	20.4	33	1663	1860	810	262	865	320	524	473	374	292	713	288	460	443	307	201	149	64^	133^	83^
MORK & MINDY	7	203	202	A	17.9	28	1459	1915	587	244	622	316	469	375	253	103	632	397	510	385	205	84	173	81^	488	315
THU. 8.00P 30 ABC CS		99	99	B	19.0	31	1549	2000	652	279	712	366	530	414	276	138	594	342	468	366	210	94	220	102	474	314
MR. MERLIN	7	193	192	A	15.8	25	1288	1836	633	235	717	288	448	351	284	229	538	193	344	301	250	167	179	67^	402	253
WED. 8.00P 30 CBS CS		99	99	B	17.8	28	1451	1854	661	240	721	278	452	390	310	218	539	217	354	306	237	159	177	69	417	281
NASHVILLE PALACE	5	200	197	A	13.3	22	1084	1707	769	266	859	138	333	324	422	451	659	118	280	265	363	331	84^	45^	105^	71^
SAT. 9.00P 60 NBC GV		99	99	B	13.3	22	1084	1775	783	271	870	167	364	357	440	435	694	149	312	314	387	316	73	41	138	90
9.00 - 9.30				A	13.6	22	1108	1686	763	258	839	121	317	322	418	450	654	114	280	265	361	329	84^	43^	109^	70^
9.30 - 10.00				A	13.0	21	1060	1713	767	268	870	154	346	327	420	445	657	118	277	260	363	332	85^	45^	101^	70^
NBC MAGAZINE	9	194	194	A	11.9	20	970	1734	772	260	830	196	357	352	402	405	695	187	310	303	326	326	69^	32^	140	90^
FRI. 8.00P 60 NBC DN		98	98	B	11.3	19	921	1641	756	229	827	175	338	338	399	420	653	151	262	271	311	330	55	22	106	70
8.00 - 8.30				A	11.9	20	970	1746	764	252	824	193	361	354	416	397	702	192	326	322	334	314	67^	34^	153	97^
8.30 - 9.00				A	12.0	20	978	1697	771	262	828	197	349	346	385	409	679	178	288	281	314	335	67^	28v	123^	79^
NBC MONDAY NIGHT MOVIES	6	195		A	20.0	30	1630	1461	768	266	853	314	496	469	390	267	471	202	339	274	216	111^	75^	66^	62^	46^
1 MON. 9.00P 120 NBC FF		97		B	19.2	29	1565	1531	791	292	867	280	479	447	417	319	494	187	300	272	226	156	83	48	87	58
9.00 - 9.30				A	19.3	27	1573	1494	773	269	850	319	479	461	374	280	469	184	323	283	230	120^	71^	71^	104^	76^
9.30 - 10.00				A	20.7	30	1687	1466	774	261	865	316	498	475	403	272	464	187	317	263	221	123^	66^	61^	71^	52^
10.00 - 10.30				A	20.0	31	1630	1434	759	258	842	303	492	464	390	264	471	211	350	271	204	101^	86^	69^	35v	28v
10.30 - 11.00				A	19.9	33	1622	1457	776	277	864	322	518	478	390	260	481	226	369	282	211	99^	72^	62^	40^	29v
NBC NEWS UPDATE-M-F	39	181	180	A	14.4	22	1174	1770	778	270	837	228	416	388	393	366	605	166	295	298	290	258	102	52	226	162
M-F 8.58P 1 NBC N		92	90	B	13.9	22	1133	1737	750	260	816	225	397	367	376	361	582	168	285	281	271	247	114	53	225	158
NBC NEWS UPDATE-SAT.	8	178	178	A	12.7	20	1035	1681	752	284	859	175	370	351	419	424	627	138	259	232	312	318	68^	34^	127	89^
SAT. 8.58P 1 NBC N		90	91	B	12.2	21	994	1753	753	251	826	191	368	363	391	387	656	167	310	286	324	298	100	51	171	106
NBC NEWS UPDATE-SUN.	8	185	180	A	16.8	24	1369	1963	756	356	824	271	457	369	359	316	728	210	398	361	365	275	174	83^	237	168
1 SUN. 8.58P 1 NBC N		92	92	B	15.1	22	1231	1980	692	309	762	263	443	380	335	271	677	239	421	380	327	202	205	80	336	225
2 SUN. 9.09P 1																										
NBC NEWS UPDATE-2-M-F CONT'D	17	184	184	A	13.3	20	1084	1708	765	263	801	213	391	396	374	347	645	184	335	319	296	266	122	52^	140	100

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

Program Name / WK # Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations & Program Coverage WK 1	No. of Stations & Program Coverage WK 2	Key	Household Audiences Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens (12-17) Total	Teens Fem.	Children (2-11) Total	Children 6-11
EVENING CONT'D																														
NBC NEWS UPDATE-2--CONT'D																														
1 TU&TH	9.58P	1	NBC	N		93	90	B	13.8	21	1125	1678	786	279	852	252	441	416	406	342	564	187	321	301	260	204	123	56	139	104
2 M & W	9.58P	1																												
2 FRI.	9.57P	1																												
NBC NEWS UPDATE-2-SAT.					16	183		A	10.5	18	856	1604	789	245^	853	102^	290	310	446	489	648	124^	222^	185^	316	402	31v	9v	72^	62v
1 SAT.	9.58P	1	NBC	N		93		B	9.2	17	750																			
NBC NEWS UPDATE-2-SUN.					4		188	A,	17.4	26	1418	1768	793	298	840	168	338	353	379	419	689	116^	286	318	372	325	119^	62^	120^	95^
2 SUN.	9.58P	1	NBC	N			93	B	15.3	23	1247	1801	701	294	748	231	438	418	367	247	764	272	481	431	373	220	162	58	127	97
NBC NIGHTLY NEWS-SAT.					8	161	157	A	9.8	18	799	1616	703	220	807	206	317	270	373	414	686	196	274	260	305	327	35v	5v	88^	53^
SAT.	6.30P	30	NBC	N		87	86	B	7.9	15	644	1525	660	177	741	139	259	261	346	422	663	175	296	273	317	308	36	11	85	56
NBC NIGHTLY NEWS-SUN.					3	126		A	7.4	12	603	1522	632	257^	736	263^	441	265^	342^	295^	612	152^	291^	237^	274^	309^	36v	36v	138^	114^
1 SUN.	6.30P	30	NBC	N		69		B	7.3	12	595	1575	684	253	778	185	317	240	310	431	661	178	290	250	257	351	70	19	66	50
NBC NIGHTLY NEWS					38	209	209	A	13.2	23	1076	1602	741	211	794	170	306	274	344	442	674	170	291	285	290	336	51^	28^	83	54^
M-F	6.30P	30	NBC	N		99	99	B	12.5	23	1019	1533	735	201	789	149	274	273	352	455	621	146	245	244	272	333	47	22	76	55
NBC SUNDAY NIGHT MOVIE					3	205		A	14.6	22	1190	1687	624	255	685	247	447	368	332	194^	721	286	469	389	325	208	172^	88^	109^	82^
1 SUN.	9.00P	120	NBC	FF		99		B	16.7	25	1361	1709	660	285	709	263	451	383	332	208	776	314	526	470	364	193	129	50	95	70
9.00 - 9.30								A	15.7	23	1280	1752	641	259	699	268	464	375	326	201	715	278	445	377	312	226	162^	81^	176^	126^
9.30 - 10.00								A	15.0	22	1223	1693	632	241	686	227	432	352	328	219	733	291	464	378	318	227	168^	87^	106^	84^
10.00 - 10.30								A	14.1	22	1149	1645	604	253	665	234	441	372	339	173^	726	298	494	401	332	191^	174^	94^	80^	62^
10.30 - 11.00								A	13.7	23	1117	1623	607	262	677	249	443	367	332	178^	699	271	467	397	336	185^	184^	91^	63^	50v
NEWSBREAK-M-F					35	175	175	A	16.2	25	1320	1756	705	267	779	247	437	386	374	281	585	202	339	321	287	202	150	64	242	147
1 MWTHF	8.58P	1	CBS	N		92	91	B	15.9	24	1296	1831	717	274	793	262	441	397	373	284	590	214	352	331	288	191	156	61	292	183
1 TUE.	9.08P	2																												
2 MWTH	8.58P	1																												
2 TUE.	9.08P	1																												
2 FRI.	8.42P	2																												
NEWSBREAK-SAT.					7	176	179	A	13.8	22	1125	2162	682	261	750	365	571	404	312	160	595	299	437	374	240	110	208	113	609	322
1 SAT.	8.58P	1	CBS	N		93	94	B	14.1	23	1149	2230	692	251	771	332	533	438	339	202	671	292	475	433	315	149	195	72	593	350
2 SAT.	8.57P	2																												
NEWSBREAK-SUN.					8	176	176	A	20.0	28	1630	1947	825	327	927	379	564	481	372	306	564	220	348	317	233	183	139	63^	317	169
1 SUN.	9.16P	1	CBS	N		94	93	B	20.2	29	1646	1852	771	312	868	303	478	426	376	320	583	205	335	307	261	211	144	73	257	166
2 SUN.	9.15P	2																												
NFL MONDAY NIGHT FOOTBALL					10	206	205	A	21.6	36	1760	1588	444	233	489	190	332	286	221	135	942	419	641	545	408	245	88	12v	69	52^
1 MON.	9.00P	187	ABC	SE		99	99	B	21.5	36	1752	1564	450	198	480	188	313	276	216	140	928	395	620	546	420	249	80	19	76	54
2 MON.	9.00P	192																												
9.00 - 9.30								A	21.0	30	1712	1691	503	235	528	190	344	298	242	162	939	396	609	530	418	267	91	17^	133	108
9.30 - 10.00								A	23.1	33	1883	1682	473	240	492	185	336	299	228	136	980	440	654	540	412	267	116	16^	94	74
10.00 - 10.30								A	24.1	35	1964	1643	461	233	492	184	337	288	232	135	964	434	652	537	399	263	105	15v	82	59^
10.30 - 11.00								A	21.9	34	1785	1611	423	231	474	192	329	275	216	123	971	466	698	574	401	220	100	15v	66^	43^
11.00 - 11.30								A	21.6	39	1760	1489	405	232	465	197	316	273	198	128	919	407	637	555	410	225	73	9v	32^	22^
11.30 - 12.00								A	19.7	44	1606	1455	399	235	476	192	322	278	204	129	895	381	611	541	413	230	63^	6v	21^	17v
NORMA RAE(S)							191	A	10.2	18	831	1729	815	360	926	275^	480	394	423	375	652	142^	370	316	401	244^	129^	63v	22v	22v
2 SAT.	10.00P	60	NBC	FF			98																							
10.00 - 10.30								A	10.3	18	839	1731	817	348	931	272^	479	388	424	379	650	143^	368	311	400	244^	131^	68v	19v	19v
10.30 - 11.00								A	10.2	19	831	1702	804	366	909	276^	477	397	419	362	645	138^	369	313	398	242^	123^	53v	25v	25v

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NURSE	2	199	199	A	13.4	20	1092	1538	865	316	958	308	479	452	421	383	451	134	219	185	219	206	31^	28^	98^	70^
WED. 9.00P 60 CBS GD		99	99	B	13.4	20	1092	1538	865	316	958	308	479	452	421	383	451	134	219	185	219	206	31	28	98	70
9.00 - 9.30				A	13.0	20	1060	1562	860	313	943	290	456	448	416	390	460	139	220	178	221	214	42^	35^	117	87^
9.30 - 10.00				A	13.8	21	1125	1502	863	316	965	319	495	455	427	371	440	128	215	185	215	202	22v	22v	75^	52^
ONE DAY AT A TIME	5	194		A	24.5	35	1997	1673	784	271	849	240	429	420	386	353	591	186	270	282	251	268	88^	52^	145	117^
1 SUN. 8.48P 30 CBS CS		99		B	22.2	32	1809	1707	766	293	855	271	429	386	367	356	582	204	310	283	246	236	107	67	163	112
PRIVATE BENJAMIN	6	195	194	A	17.1	25	1394	1945	765	285	825	334	531	423	349	247	613	214	374	367	298	179	239	129	268	171
MON. 8.00P 30 CBS CS		99	99	B	18.0	27	1467	1866	740	311	804	293	474	418	364	261	592	208	359	347	296	185	185	77	285	190
PROJECT PEACOCK(S)		200		A	13.5	20	1100	2187	576	296	772	424	584	385	278	138^	774	393	544	393	285	184^	202^	101^	439	306
1 SUN. 7.00P 60 NBC CE		98																								
7.00 - 7.30				A	12.0	18	978	2108	553	259	723	369	527	359	265	160^	749	344	515	286	289	205^	209^	127^	427	295
7.30 - 8.00				A	15.1	23	1231	2227	585	322	799	465	623	403	281	118^	784	428	564	397	278	162^	199	81^	445	311
QUINCY, M.E.	4	202	203	A	16.7	29	1361	1594	758	302	822	317	519	461	368	250	627	287	445	379	263	157	87^	28^	58^	33^
WED. 10.00P 60 NBC OP		99	99	B	16.7	28	1361	1526	787	282	854	323	515	470	380	279	539	224	365	318	235	151	85	36	48	27
10.00 - 10.30				A	16.7	28	1361	1608	779	312	836	315	530	471	379	254	608	270	429	378	262	151	97	33^	67^	38^
10.30 - 11.00				A	16.8	30	1369	1562	733	291	802	316	503	445	356	246	637	300	457	374	260	159	72^	22^	51^	29^
REAL PEOPLE	7	214	210	A	20.0	31	1630	1749	808	276	850	199	405	401	432	383	637	133	294	302	336	294	91	55^	171	134
WED. 8.00P 60 NBC PV		99	98	B	18.6	29	1516	1698	743	266	810	212	384	373	391	362	591	150	281	273	300	258	107	55	190	139
8.00 - 8.30				A	19.3	30	1573	1757	799	268	842	190	385	385	428	396	640	132	292	297	341	299	98	62^	177	133
8.30 - 9.00				A	20.8	31	1695	1727	804	280	846	205	416	411	429	368	629	135	294	302	328	287	85	49^	167	132
SHANNON	2	196	198	A	10.2	18	831	1436	665	225	709	159	327	357	374	290	658	191	355	355	386	233	31v	25v	38^	30v
WED. 10.00P 60 CBS OP		99	99	B	10.2	18	831	1436	665	225	709	159	327	357	374	290	658	191	355	355	386	233	31	25	38	30
10.00 - 10.30				A	10.7	18	872	1422	647	218	694	168	322	350	354	281	648	189	345	348	378	229	35^	23v	45^	32v
10.30 - 11.00				A	9.7	17	791	1436	674	230	714	145^	328	360	388	296	666	198	369	362	391	234	26v	26v	30v	25v
SINATRA,MAN AND HIS MUSIC(S)		208		A	14.3	23	1165	1678	808	403	879	200^	384	373	431	392	624	119^	292	320	345	272	80^	54^	95^	62^
2 SUN. 10.00P 60 NBC PC		99																								
10.00 - 10.30				A	15.9	25	1296	1738	821	412	897	204	393	374	431	408	648	121^	306	337	364	278	91^	61^	102^	67^
10.30 - 11.00				A	12.8	21	1043	1578	781	385	844	192^	366	366	426	369	585	117^	270	297	315	260	64^	45v	85^	55v
60 MINUTES	8	202	204	A	28.5	43	2323	1771	752	276	807	214	409	397	388	347	755	193	369	371	358	332	93	31^	116	72
1 SUN. 7.18P 60 CBS DN		99	99	B	25.7	40	2095	1739	734	267	796	206	366	365	374	365	746	216	383	377	351	310	81	34	116	73
2 SUN. 7.00P 60																										
7.00 - 7.30				A	28.8	45	2347	1778	717	286	777	231	406	377	349	327	797	203	406	400	363	345	123	34^	81^	55^
7.30 - 8.00				A	28.8	43	2347	1785	763	285	819	219	419	404	395	348	753	194	376	377	361	325	94	33^	119	69
SKOKIE(S)		192		A	15.8	24	1288	1544	700	218	736	187	341	403	406	291	632	204	357	350	307	218	101^	36v	75^	57^
2 TUE. 8.00P 150 CBS GD		99																								
8.00 - 8.30				A	15.2	22	1239	1540	684	212	716	149^	282	355	390	336	587	177^	296	305	273	233	113^	39v	124^	80^
8.30 - 9.00				A	15.6	23	1271	1564	698	225	729	163^	318	385	406	308	618	194	330	339	294	222	108^	41v	109^	76^
9.00 - 9.30				A	16.7	24	1361	1561	732	226	765	209	381	430	418	287	633	203	353	356	312	216	114^	38v	49^	43v
9.30 - 10.00				A	16.7	25	1361	1550	709	219	755	227	391	428	400	271	656	230	380	372	313	208	93^	28v	46^	43v
10.00 - 10.30				A	14.8	24	1206	1504	681	209	717	188^	332	412	415	258	662	209	426	384	345	209	73^	29v	52^	45v
STRIKE FORCE	2	193	195	A	10.0	17	815	1577	671	283	730	162	391	400	456	262	656	131^	328	364	402	267	119^	48^	72^	56^
1 FRI. 9.30P 90 ABC OP		99	99	B	10.0	17	815	1577	671	283	730	162	391	400	456	262	656	131	328	364	402	267	119	48	72	56
2 FRI. 10.00P 60																										
9.30 - 10.00				A	9.4	15	766	1664	720	262^	769	136^	338	336	468	372	674	143^	278^	303^	401	353	127^	54v	94^	54v
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
STRIKE FORCE-CONT'D																										
10.00 - 10.30				A	10.0	17	815	1610	680	303	745	174	420	427	465	246	657	127^	343	379	412	247	133^	52^	75^	61^
10.30 - 11.00				A	10.2	18	831	1523	648	276	708	169	395	408	445	228	654	133^	341	383	396	246	98^	40^	63^	51^
TAXI	7	204	202	A	17.8	28	1451	1633	670	291	748	333	496	387	323	198	681	356	474	406	245	160	90	40^	114	66^
THU. 9.30P 30 ABC CS		99	99	B	17.2	27	1402	1622	702	321	772	373	537	433	321	182	602	307	424	373	228	138	122	67	126	85
"10"(S)		192		A	23.9	37	1948	1525	659	269	725	237	460	428	380	198	608	239	395	409	310	157	133	68^	59^	33^
1 TUE. 8.30P 150 CBS FF		99																								
8.30 - 9.00				A	21.8	32	1777	1626	670	287	717	240	450	418	376	184	602	264	392	392	289	163	124^	56^	183	86^
9.00 - 9.30				A	24.8	36	2021	1545	700	277	765	241	470	436	411	216	601	218	367	383	307	184	121	68^	58^	43^
9.30 - 10.00				A	25.6	38	2086	1502	672	271	736	232	468	437	397	202	610	230	380	393	303	176	122	64^	34^	30v
10.00 - 10.30				A	24.9	39	2029	1499	639	264	715	243	471	431	365	191	620	240	422	443	330	132	150	75^	14v	8v
10.30 - 11.00				A	22.4	38	1826	1464	623	251	697	235	439	417	350	197	613	243	413	437	319	131	141	71^	13v	7v
THAT'S INCREDIBLE	9	199	199	A	19.6	29	1597	1824	680	232	711	224	432	420	368	215	733	286	445	399	323	223	107	52^	273	189
MON. 8.00P 60 ABC PV		98	98	B	18.3	28	1491	1854	650	230	697	226	413	387	351	230	728	269	461	421	344	209	138	45	291	198
8.00 - 8.30				A	18.2	27	1483	1772	675	221	700	213	404	397	358	230	705	268	410	381	312	226	103	50^	264	180
8.30 - 9.00				A	20.9	31	1703	1872	689	241	725	236	457	439	376	205	760	305	475	416	333	219	105	51^	282	196
THREE'S COMPANY	6	205	202	A	24.6	36	2005	1784	692	292	772	322	517	412	347	221	547	237	360	294	223	148	235	133	230	160
TUE. 9.00P 30 ABC CS		99	99	B	24.3	36	1980	1821	708	315	794	344	539	439	337	213	552	253	383	322	230	133	248	132	227	171
TODAY'S FBI	4		199	A	16.3	23	1328	2120	704	267	761	215	509	504	460	199	878	318	607	513	460	225	174^	34v	307	209
2 SUN. 8.00P 60 ABC OP			99	B	18.2	26	1483	1956	728	278	793	255	486	465	407	247	784	291	516	485	395	211	141	47	238	150
8.00 - 8.30				A	15.5	22	1263	2151	696	267	759	202	503	501	469	202	875	312	602	506	462	223	188	33v	329	234
8.30 - 9.00				A	17.2	24	1402	2070	706	262	755	221	507	505	449	196	870	321	603	513	449	224	160^	36v	285	184
TOO CLOSE FOR COMFORT	5	200	201	A	23.5	35	1915	1739	731	303	815	344	563	441	367	219	538	233	357	294	221	143	218	112	168	119
TUE. 9.30P 30 ABC CS		98	99	B	22.3	34	1817	1743	714	319	795	349	544	446	338	204	556	260	394	331	232	127	225	119	167	123
TRAPPER JOHN, M.D.	6	195		A	20.4	35	1663	1475	744	304	867	217	398	354	398	419	503	145	239	251	250	218	73^	33v	32v	26v
1 SUN. 10.18P 60 CBS GD		99		B	20.7	35	1687	1527	776	294	869	271	454	403	384	354	523	182	292	275	226	196	90	43	45	32
10.30 - 11.00				A	20.4	34	1663	1497	766	307	881	217	396	355	405	433	511	141^	238	246	254	228	85^	33v	20v	20v
20/20	7	200	200	A	15.1	27	1231	1496	661	285	745	252	436	384	380	245	621	244	361	313	263	206	72^	24v	58^	26^
THU. 10.00P 60 ABC DN		99	99	B	14.6	25	1190	1556	724	321	784	304	492	427	373	228	625	235	381	347	285	189	91	47	56	37
10.00 - 10.30				A	15.8	27	1288	1523	671	281	753	262	453	392	375	236	629	257	372	321	253	204	76^	23v	65^	27^
10.30 - 11.00				A	14.3	27	1165	1468	657	290	739	241	419	380	388	254	614	230	348	304	275	213	69^	25v	46^	26v
TWO OF US	6	193	192	A	15.4	22	1255	1814	777	286	833	309	499	423	379	261	571	187	330	327	277	186	196	111	214	126
MON. 8.30P 30 CBS CS		99	99	B	16.4	24	1337	1758	760	319	816	288	475	427	384	264	554	202	329	314	262	180	162	76	226	152
WALT DISNEY	9	196	197	A	17.2	28	1402	2272	687	257	741	371	564	443	295	152	589	307	455	390	222	103	200	98	742	404
SAT. 8.00P 60 CBS FV		99	99	B	16.8	28	1369	2233	680	239	755	311	503	434	337	207	647	270	440	409	306	160	197	76	634	377
8.00 - 8.30				A	17.0	28	1386	2289	699	261	760	387	577	447	293	160	595	313	462	384	223	108	202	106	732	389
8.30 - 9.00				A	17.4	28	1418	2248	677	253	724	355	551	438	297	146	580	299	448	391	223	96	191	88	753	418
WKRP IN CINCINNATI	7	195	194	A	15.5	23	1263	1703	660	281	729	303	446	365	294	242	566	237	375	317	245	164	128	57^	280	183
WED. 8.30P 30 CBS CS		99	99	B	17.0	25	1386	1767	666	261	724	288	454	384	314	215	572	256	395	341	244	145	171	75	300	208
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-MON	8	189	189	A	3.9	21	318	1198	440	261^	512	154^	368^	304^	286^	110^	686	249^	447	377^	270^	224^	LT	LT	LT	LT
1 MON. 12.48A 30 ABC N		97	97	B	4.1	22	334	1153	382	182	448	171	300	250	203	113	672	265	451	338	282	196	33	LT	LT	LT
2 MON. 12.43A 30																										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
ABC NEWS:NIGHTLINE-T-F	29	186	186	A	6.5	19	530	1313	592	213	624	181	356	343	333	197	624	169	328	310	307	254	65^	16v	LT	LT
TU-F 11.30P 30 ABC N		96	96	B	6.6	19	538	1357	586	218	631	192	342	319	316	226	648	208	361	335	317	231	64	15	14	10
ABC WEEKEND REPORT-SAT.	8	168	163	A	6.6	14	538	1468	643	199^	643	112^	247	288	287	332	654	286	437	403	223^	174^	89^	71^	82^	66^
SAT. 11.00P 15 ABC N		90	89	B	6.1	13	497	1473	615	187	667	206	333	343	309	243	658	267	427	375	282	173	76	45	72	55
ABC WEEKEND REPORT-SUN.	8	170	167	A	4.5	11	367	1452	400	136^	414	215^	299^	226^	131^	115^	778	335	575	562	368	122^	240^	150^	20v	20v
1 SUN. 11.00P 15 ABC N		92	93	B	4.7	11	383	1365	502	169	531	231	340	275	217	150	753	300	534	525	351	165	66	36	15	LT
2 SUN. 11.38P 15																										
CBS SUNDAY NEWS-OSGOOD	9	126	130	A	6.2	13	505	1525	765	172^	811	221^	331	354	310	401	677	219^	390	305	340	273	21v	LT	16v	LT
1 SUN. 11.18P 15 CBS N		72	72	B	5.9	13	481	1390	693	168	736	153	294	303	348	391	606	185	337	312	277	242	44	14	LT	LT
2 SUN. 11.00P 15																										
FANTASY ISLAND-12.00	8	158	158	A	3.0	14	245	820	229^	175^	351^	196^	207^	122v	52v	132^	346^	211^	264^	216^	115v	82v	123v	123v	LT	LT
TUE. 12.00M 68 ABC A		90	92	B	3.0	15	245	957	375	173	457	223	318	251	180	107	431	258	342	258	141	75	67	33	LT	LT
12.00 - 12.30				A	3.1	13	253	1012	313^	206^	451^	229^	245^	166^	87v	178^	474^	249^	355^	324^	178^	119v	87v	87v	LT	LT
12.30 - 1.00				A	2.8	15	228	368^	78v	LT	78v	LT	LT	LT	LT	65v	136^	71v	84v	84v	65v	52v	154^	154^	LT	LT
FRIDAYS	7	173	171	A	3.8	14	310	1503	529	262^	616	358^	546	345^	225^	39v	680	431	563	400	146^	117^	207^	119^	LT	LT
FRI. 12.00M 71 ABC GV		93	95	B	4.8	18	391	1503	541	289	605	338	518	345	236	60	608	374	484	381	179	88	257	100	33	31
12.00 - 12.30				A	4.4	14	359	1677	547	237^	655	375	565	364	243^	48v	716	428	576	420	163^	140^	306^	167^	LT	LT
12.30 - 1.00				A	3.5	14	285	1400	558	298^	628	383^	590	362^	231^	LT	646	442	540	357^	112^	106v	126^	77v	LT	LT
FRIDAYS-PART 2	6	173	170	A	2.9	14	236	962	373^	144^	402^	169^	233^	220^	115v	123v	517	289^	470^	398^	190^	47v	43v	43v	LT	LT
1 FRI. 1.11A 9 ABC GV		93	95	B	3.6	18	293	1259	466	285	490	253	427	279	197	53	520	317	467	357	194	37	237	96	LT	LT
2 FRI. 1.11A 3																										
LATE MOVIE I	49	162	161	A	6.1	21	497	1350	669	257	775	312	482	410	344	201	528	251	381	308	221	117^	27v	LT	20v	14v
M & TH 11.30P 71 CBS FF		89	89	B	5.9	21	481	1339	666	258	765	315	510	437	353	180	513	236	364	313	226	113	47	23	14	13
1 TUE. 11.30P 70																										
1 WED. 11.30P 80																										
1 FRI. 11.30P 74																										
2 TUE. 11.30P 69																										
2 WED. 11.30P 67																										
2 FRI. 11.30P 75																										
11.30 - 12.00				A	6.7	20	546	1441	716	297	816	314	475	419	359	237	558	257	385	313	226	137	39^	15v	28v	18v
12.00 - 12.30				A	6.0	23	489	1309	635	228	744	307	478	404	331	179	529	271	398	322	215	103^	22v	LT	14v	10v
12.30 - 1.00				A	3.5	19	285	488^	215^	67v	345^	137v	249^	112v	133v	96v	126v	35v	35v	LT	91v	91v	17v	LT	LT	LT
LATE MOVIE II	49	161	161	A	4.1	24	334	1111	484	197	604	267	428	342	268	119^	440	191	347	276	216	74^	52^	15v	15v	15v
1 MON. 12.41A 48 CBS FF		89	89	B	3.9	24	318	1210	529	202	637	301	466	368	277	111	505	242	389	328	229	82	54	25	LT	LT
1 TUE. 12.40A 45																										
1 WED. 12.50A 39																										
1 THU. 12.41A 43																										
1 FRI. 12.44A 40																										
2 MON. 12.41A 42																										
2 TUE. 12.39A 51																										
2 WED. 12.37A 43																										
2 THU. 12.41A 44																										
2 FRI. 12.45A 39																										
12.30 - 1.00				A	4.3	24	350	951	428	137^	548	260	394	296	217	117^	366	189	280	197	111^	72^	37v	LT	LT	LT
1.00 - 1.30				A	3.9	25	318	1094	458	176^	569	252	405	321	254	110^	450	193	359	289	225	69^	59^	22v	16v	16v
LOVE BOAT-12.00	8	160	163	A	3.6	18	293	1273	628	225^	638	334^	433	338^	257^	112^	542	327^	378^	270^	143^	129^	79v	51v	LT	LT
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
LOVE BOAT-12.00-CONT'D																										
WED. 12.00M 69 ABC CS		91	92	B	3.2	17	261	1034	473	150	497	218	353	271	213	109	457	229	313	255	157	119	76	48	LT	LT
12.00 - 12.30				A	4.0	17	326	1169	578	163^	596	279^	381	326^	255^	123^	436	206^	257^	132^	138^	145^	113^	58v	24v	24v
12.30 - 1.00				A	3.4	19	277	1401	700	255^	700	401^	506	350^	259^	105v	643	459	498	390^	133^	112^	58v	58v	LT	LT
NBC LATE NIGHT MOVIE	8	56	57	A	1.6	5	130	592^	431^	269^	492^	169v	362^	300^	308^	84v	100v	LT	47v	77v	93v	LT	LT	LT	LT	LT
1 SUN. 11.30P 46 NBC FF		42	42	B	1.8	6	147	882	356	171	443	170	300	223	234	110	363	210	266	202	113	56	58	LT	LT	LT
2 SUN. 11.30P 39																										
11.30 - 12.00				A	1.6	5	130	662^	470^	285^	539^	185v	385^	323^	331^	100v	123v	LT	61v	92v	108v	LT	LT	LT	LT	LT
SATURDAY NIGHT	7	210	206	A	6.9	21	562	1569	517	304	574	270	442	325	259	116^	622	374	526	342	221	65^	297	137^	76^	73^
1 SAT. 11.30P 74 NBC GV		99	98	B	7.8	24	636	1617	545	292	606	291	458	336	260	121	713	420	591	440	260	78	226	96	72	66
2 SAT. 11.30P 82																										
11.30 - 12.00				A	7.7	21	628	1691	588	334	648	279	478	353	298	156^	627	329	504	355	259	91^	293	119^	123^	116^
12.00 - 12.30				A	6.7	22	546	1485	480	288	533	258	408	307	238	104^	608	408	528	327	183^	47v	307	155^	37v	37v
12.30 - 1.00				A	6.4	23	522	1383	451^	308^	483	266^	444^	351^	217^	29v	611	379^	546	330^	213^	36v	231^	155^	58v	58v
SCTV COMEDY NETWORK	6	186	182	A	2.9	14	236	1110	504^	119v	504^	241^	318^	301^	152^	165^	547	326^	444^	331^	212^	89v	51v	LT	LT	LT
1 FRI. 12.30A 90 NBC GV		94	92	B	2.9	14	236	1212	518	125	528	290	368	253	160	136	637	403	556	350	204	70	35	LT	LT	LT
2 FRI. 12.30A 88																										
12.30 - 1.00				A	3.8	15	310	1139	532	126^	532	207^	303^	300^	199^	206^	544	310^	409	298^	215^	121^	46v	LT	17v	17v
1.00 - 1.30				A	2.7	13	220	1050	459^	109v	464^	237^	286^	295^	135v	151^	541^	350^	454^	355^	191^	77v	45v	LT	LT	LT
1.30 - 2.00				A	2.1	12	171	1181	507^	116v	502^	316^	380^	298^	75v	122v	596^	351^	532^	398^	245^	35v	83v	LT	LT	LT
TOMORROW COAST TO COAST-1	32	186	186	A	2.9	15	236	1203	592	139^	614	132^	339	314	321	254	568	242^	403	339	254	123^	LT	LT	21v	LT

M-TH 12.30A 30 NBC CC		93	93	B	2.7	15	220	1146	597	166	624	179	321	300	304	257	487	223	346	269	197	113	LT	LT	LT	LT
TOMORROW COAST TO COAST-2	32	187	187	A	1.8	14	147	1252	653	176^	673	190^	374^	299^	286^	279^	565	293^	422	333^	204^	109^	LT	LT	LT	LT
1 MON. 1.00A 55 NBC CC		93	93	B	1.7	13	139	968	480	124	488	146	242	215	223	210	460	227	336	265	163	102	LT	LT	LT	LT
1 TUE. 1.00A 48																										
1 W & TH 1.00A 56																										
2 MON. 1.00A 56																										
2 TU & W 1.00A 57																										
2 THU. 1.00A 55																										
1.00 - 1.30				A	2.0	14	163	1258	656	196^	681	197^	380	300^	288^	282^	559	276^	386	318^	185^	130^	LT	LT	LT	LT
1.30 - 2.00				A	1.6	15	130	631	293^	LT	300^	69v	161^	161^	138^	139^	315^	162^	261^	192^	123^	54v	LT	LT	LT	LT
TONIGHT SHOW	39	210	211	A	7.3	24	595	1345	642	174	688	214	365	307	276	291	589	249	388	321	246	166	48^	15v	20v	10v
M-F 11.30P 60 NBC GV		99	99	B	6.5	22	530	1320	668	185	711	223	377	327	313	290	542	224	356	289	219	159	48	12	19	11
11.30 - 12.00				A	8.0	23	652	1419	692	198	743	241	396	324	282	313	620	261	402	334	256	185	39^	15v	17v	8v
12.00 - 12.30				A	6.5	25	530	1258	586	143	626	185	331	283	267	267	555	237	369	302	231	148	56^	14v	21v	10v
VEGA$-12.00	8	156	156	A	2.8	14	228	1215	403^	141^	469^	157^	369^	343^	225^	87v	653	263^	495^	385^	351^	114v	75v	LT	LT	LT
THU. 12.00M 69 ABC PD		90	91	B	3.1	15	253	1158	471	194	536	213	366	304	249	122	552	214	412	356	290	102	66	LT	LT	LT
12.00 - 12.30				A	2.7	11	220	1200	459^	159^	500^	182^	423^	390^	249^	69v	691	268^	523^	336^	387^	137v	LT	LT	LT	LT
12.30 - 1.00				A	3.0	16	245	1200	388^	146^	465^	155^	354^	327^	220^	90v	572	204^	420^	372^	330^	102v	135^	LT	28v	28v
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)		190		A	8.3	23	676	1735	599	273^	698	356	557	362	241^	141^	384	51v	172^	233^	267^	151^	272^	177^	381	296^
1 WED. 4.30P 60 ABC FV		95																								
4.30 - 5.00				A	8.1	24	660	1733	558	244^	622	315^	523	350^	226^	99^	383	56v	149^	217^	249^	166^	300^	193^	428	277^
5.00 - 5.30				A	8.4	22	685	1739	642	302^	770	395	591	375	255^	179^	386	45v	196^	248^	285^	138^	248^	164^	335^	316^
ABC DAYTIME NEWSBRIEF-M-F	39	177	177	A	9.9	35	807	1375	870	240	965	489	702	501	301	235	244	123	182	133	92	50^	91	75	75	38^
CONT'D																										

(Audience composition: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES)

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																														
ABC DAYTIME NEWSBR-CONT'D																														
1 M-F	1.57P	2	ABC	N		95	95	B	9.5	34	774	1272	831	222	910	464	655	484	297	222	214	111	159	118	80	42	71	55	77	27
2 MWTHF	1.57P	2																												
2 TUE.	1.56P	3																												
ALICE-M-F					39	155	158	A	4.7	23	383	1266	612	125^	690	337	450	350	246	209	283	126^	143^	97^	98^	105^	90^	33v	203	94^
1 MTUWF	10.30A	30	CBS	CS		87	87	B	4.7	24	383	1263	612	149	691	331	457	353	250	200	282	124	159	94	103	106	95	36	195	83
1 THU.	10.42A	18																												
2 M-F	10.30A	30																												
ALL MY CHILDREN					39	199	200	A	10.2	37	831	1385	875	245	968	485	702	499	313	241	239	125	177	132	85	49^	88	74	90	44^
1 M-TH	1.00P	60	ABC	DD		98	99	B	9.7	36	791	1274	833	232	910	456	653	476	309	224	211	105	151	113	78	47	73	57	80	29
1 FRI.	1.20P	40																												
2 M-F	1.00P	60																												
1.00 - 1.30								A	9.7	35	791	1383	872	260	966	480	697	489	313	244	233	119	168	127	80	53^	88	75	96	42^
1.30 - 2.00								A	10.7	38	872	1378	870	236	963	485	700	500	308	239	242	126	182	134	89	49^	92	74	81	41^
ANOTHER WORLD					35	205	205	A	4.3	15	350	1217	879	185	931	391	503	397	305	400	231	51^	71^	55^	100^	148^	LT	LT	46^	LT
1 MWTHF	2.00P	60	NBC	DD		99	99	B	4.3	16	350	1245	875	157	955	361	481	399	337	438	231	53	78	52	93	145	20	LT	39	LT
1 TUE.	2.37P	23																												
2 M-F	2.00P	60																												
2.00 - 2.30								A	4.3	16	350	1229	889	183	935	394	506	409	306	403	237	60^	80^	58^	97^	151^	LT	LT	49^	14v
2.30 - 3.00								A	4.2	15	342	1216	889	181	944	392	508	400	315	404	219	43v	58^	50^	98^	143^	LT	LT	44v	LT
AS THE WORLD TURNS					39	196	198	A	6.9	25	562	1340	814	133	931	193	359	332	399	515	330	62^	83^	65^	141	226	42^	25v	37^	18v
1 MTHF	1.30P	60	CBS	DD		99	99	B	6.6	24	538	1246	790	158	899	185	349	344	407	485	287	59	81	73	122	184	31	20	29	11
1 TUE.	2.38P	22																												
1 WED.	2.00P	30																												
2 M-F	1.30P	60																												
1.30 - 2.00								A	6.6	24	538	1338	844	132	952	206	368	331	406	530	306	57^	73^	54^	138	214	39^	21v	41^	17v
2.00 - 2.30								A	7.2	26	587	1341	796	132	917	192	363	337	393	496	341	63^	90^	70^	145	232	49^	30^	34^	18v
2.30 - 3.00								A	7.0	24	571	1156	684	101v	800	73v	218^	275^	407^	525	311^	31v	58v	103v	139^	208^	27v	25v	18v	LT
BATTLESTARS					19	174	175	A	3.6	16	293	1294	778	132^	840	174^	311	250	352	485	413	50v	108^	100^	148^	280	LT	LT	34v	LT
1 MTUWF	11.30A	30	NBC	QG		91	91	B	3.8	18	310	1293	824	174	857	167	283	246	354	522	371	65	120	105	111	240	20	LT	45	20
2 M-F	11.30A	30																												
BLOCKBUSTERS					38	148	146	A	3.5	18	285	1186	727	99^	779	232	333	295	333	400	312	55^	95^	129^	135^	169^	LT	LT	81^	39v
1 MTUWF	10.30A	30	NBC	QG		82	82	B	3.4	18	277	1236	770	93	823	225	325	304	330	438	334	62	150	163	160	157	25	LT	54	19
2 M-F	10.30A	30																												
BODY HUMAN:LOVE PROC.MEN2(S)						197		A	6.2	21	505	1085	758	160^	829	260^	423^	410^	353^	325^	85v	LT	LT	LT	LT	78v	56v	56v	115v	61v
1 WED.	1.30P	30	CBS	DO		99																								
BODY HUMAN:LOVE PROC.MEN1(S)						197		A	6.8	24	554	1045	680	123^	821	206^	332^	356^	340^	405^	194^	19v	60v	60v	88v	134^	19v	19v	11v	LT
1 TUE.	1.30P	30	CBS	DO		99																								
CBS NEWS SPEC. RPT.-6.00A(S)						179		A	1.7	35	139	1590^	617^	424v	625^	101v	439^	338v	416v	186v	531^	LT	157v	194v	423v	337v	390v	LT	44v	44v
1 THU.	6.00A	60	CBS	N		99																								
6.00 - 6.30								A	1.5	39	122	1123^	401v	328v	401v	81v	245v	164v	231v	156v	459v	LT	147v	147v	344v	312v	263v	LT	LT	LT
6.30 - 7.00								A	1.9	32	155	1929	788^	490^	788^	116v	587^	471^	554^	201v	580^	LT	168v	233v	484^	347v	482^	LT	79v	79v
CBS NEWS SPEC.RPT.-9.00AM(S)						186		A	5.6	23	456	1346	680	114v	735	152^	244^	248^	326^	417^	438^	109v	129v	203^	220^	224^	50v	30v	123v	57v
1 THU.	9.00A	102	CBS	N		99																								
9.00 - 9.30								A	4.1	20	334	1362	692^	189^	707^	48v	212^	300^	356^	407^	395^	96v	96v	188^	194^	207^	86v	51v	174v	114v
CONT'D																														

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG AUD. %	SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
CBS NEWS SPEC.RPT.-CONT'D																										
9.30 - 10.00				A	5.0	21	408	1238	638	91v	680	185^	263^	250^	272^	358^	387^	83v	83v	181^	198^	206^	53v	31v	118v	51v
10.00 - 10.30				A	7.5	26	611	1355	698	86v	761	181^	246^	211^	335^	439	449	107^	138^	169^	220^	255^	36v	25v	109^	42v
DAYS OF OUR LIVES	37	207	208	A	4.8	17	391	1297	890	142^	965	362	479	392	366	460	300	42^	84^	72^	153	205	12v	LT	20v	LT
1 M-TH 1.00P 60 NBC DD		99	99	B	4.9	18	399	1270	876	134	970	336	444	385	357	483	236	45	78	62	113	151	29	20	35	16
1 FRI. 1.00P 44																										
& 1.50P 10																										
2 M-F 1.00P 60																										
1.00 - 1.30				A	4.6	16	375	1341	911	143^	984	348	462	370	370	501	320	43^	86^	75^	162	221	13v	LT	24v	LT
1.30 - 2.00				A	5.0	18	408	1260	865	142^	946	375	490	407	358	423	280	47^	88^	68^	140^	184	12v	LT	22v	LT
DOCTORS	39	174	177	A	3.0	12	245	1351	822	171^	929	379	456	311	302	460	368	103^	123^	93^	139^	229^	LT	LT	37v	LT
M-F 12.30P 30 NBC DD		88	88	B	3.1	13	253	1270	836	168	925	346	426	330	317	466	289	66	95	79	129	185	LT	LT	38	LT
EDGE OF NIGHT	35	151	154	A	5.0	16	408	1434	742	274	894	367	570	445	337	286	281	144	200	145	115^	73^	158	140^	101^	44^
1 MWTHF 4.00P 30 ABC DD		76	81	B	5.1	17	416	1327	748	262	865	366	525	423	321	291	215	90	133	95	100	73	136	119	111	57
2 M-F 4.00P 30																										
FAMILY FEUD	39	167	172	A	6.4	25	522	1303	750	159	803	299	472	374	358	298	329	122	177	138	115	134	41^	34^	130	62^
M-F 12.00N 30 ABC QP		87	90	B	6.2	26	505	1281	743	171	808	316	457	345	308	312	281	92	149	126	106	117	55	35	137	55
GENERAL HOSPITAL	38	200	200	A	13.3	42	1084	1342	767	179	835	411	611	460	303	206	208	104	140	93	70	60	189	144	110	72
1 MWTHF 3.00P 60 ABC DD		99	99	B	12.0	39	978	1298	791	192	857	437	613	461	292	213	185	88	119	83	64	55	160	120	96	58
1 TUE. 3.30P 60																										
2 M-F 3.00P 60																										
3.00 - 3.30				A	13.1	43	1068	1340	785	184	860	424	622	457	308	219	197	99	131	86	64	58	178	133	105	72
3.30 - 4.00				A	13.5	41	1100	1335	755	168	821	403	603	460	301	198	209	107	143	94	68	59	191	150	114	74
4.00 - 4.30				A	13.3	39	1084	1320	675	210^	728	384	562	459	253	153^	266	98^	145^	132^	104^	88^	249	175^	77^	46v
GOOD MORN. AMER. SP-9.00(S)		197		A	4.9	23	399	1286	631	100v	631	106v	238^	271^	333^	360^	258^	37v	103v	103v	97v	155^	73v	12v	324^	113v
1 THU. 9.00A 39 ABC N		97																								
9.00 - 9.30				A	4.6	23	375	1264	637	96v	637	99v	234^	264^	333^	373^	235^	26v	98v	98v	96v	137v	78v	LT	314^	126v
GOOD MORN. AMER. SP-9.39(S)		197		A	7.0	29	571	1436	712	122^	712	195^	319^	317^	365^	336^	329^	52v	108^	108^	102v	221^	48v	18v	347^	99v
1 THU. 9.39A 21 ABC N		97																								
GOOD MORN. AMER. SP-10.00(S)		197		A	8.2	29	668	1295	709	62v	709	183^	316^	352^	353^	311^	337^	63v	118^	118^	133^	219^	40v	17v	209^	54v
1 THU. 10.00A 39 ABC N		97																								
10.00 - 10.30				A	8.4	29	685	1320	714	63v	714	181^	318^	355	363	317^	340^	63v	120^	120^	136^	220^	43v	19v	223^	58v
GOOD MORN. AMER. SP-10.39(S)		194		A	6.7	27	546	1269	686	68v	686	194^	328^	369^	322^	269^	396^	116^	205^	205^	157^	191^	40v	20v	147^	27v
1 THU. 10.39A 21 ABC N		97																								
GOOD MORN. AMER. SP-11.00(S)		192		A	5.7	23	465	1247	613	95v	613	198^	316^	342^	273^	240^	445^	116v	279^	264^	254^	166^	60v	32v	129v	19v
1 THU. 11.00A 34 ABC N		93																								
GOOD MORN. AMER. SP-11.34(S)		192		A	5.4	22	440	1093	519^	89v	519^	171^	243^	255^	234^	228^	412^	136v	227^	209^	200^	185^	26v	11v	136v	32v
1 THU. 11.34A 26 ABC N		93																								
GOOD MORNING, AMERICA-730	39	202	204	A	5.1	29	416	1346	768	119^	798	213	395	350	353	358	399	105^	175	137^	178	188	53^	11v	96^	45^
M-F 7.30A 30 ABC N		98	99	B	5.2	29	424	1370	812	183	824	233	410	386	363	344	415	119	174	144	186	201	41	LT	90	49
GOOD MORNING, AMERICA-830	39	201	201	A	5.2	26	424	1252	827	169	844	173	410	405	454	385	320	61^	145	121^	150	156	22v	LT	66^	21v
M-F 8.30A 30 ABC N		98	98	B	5.2	27	424	1180	785	158	804	190	390	384	394	361	311	72	131	110	141	164	15	LT	50	LT

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																														
GUIDING LIGHT					40	193	194	A	7.9	25	644	1312	764	170	896	189	374	345	429	455	293	80^	112	100	137	158	64^	45^	59^	31^
M-F	3.00P	60	CBS	DD		99	99	B	7.5	25	611	1306	791	174	918	230	419	408	436	416	248	70	103	91	106	127	78	54	62	36
3.00 - 3.30								A	7.7	25	628	1303	762	162	892	183	364	337	429	465	296	76^	109	99	142	164	61^	43^	54^	29^
3.30 - 4.00								A	8.1	25	660	1305	765	166	895	193	380	352	427	445	283	81^	112	99	129	150	65^	45^	62^	33^
LAS VEGAS GAMBIT					38	125	127	A	2.5	13	204	1221	779	78^	779	225^	314	338	309	397	333	73v	83^	99^	94^	215^	40v	LT	69v	LT
1 MTUWF	10.00A	30	NBC	QG		76	76	B	2.4	13	196	1335	825	94	868	255	358	320	327	456	338	70	140	138	135	182	32	LT	97	26
2 MTUTHF	10.00A	30																												
LOVE BOAT DAYTIME					38	185	185	A	5.7	27	465	1284	645	140	679	318	479	355	265	191	273	131	208	144	121^	49^	121^	84^	211	116^
1 MTUWF	11.00A	60	ABC	CS		93	94	B	5.5	27	448	1247	633	183	677	348	496	368	245	157	267	151	207	139	91	52	100	62	203	81
2 M-F	11.00A	60																												
11.00 - 11.30								A	5.2	25	424	1285	639	127^	674	316	457	342	259	205	274	127^	207	140	128^	54^	132^	92^	205	111^
11.30 - 12.00								A	6.2	28	505	1269	645	145	678	320	494	361	265	176	269	136	210	146	112^	44^	114^	80^	208	118
MORNING-KURALT&SAWYER(B)						173		A	2.6	17	212	1736	693^	316^	783^	137v	420^	368^	467^	330^	538^	118v	222v	212v	302^	293^	75v	LT	340^	161v
1 THU.	7.00A	120	CBS	N		96																								
7.00 - 7.30								A	2.1	21	171	1988	712^	479^	712^	52v	507^	507^	660^	205v	702^	LT	229v	322v	557^	380^	193v	LT	381^	159v
7.30 - 8.00								A	2.5	16	204	1794	700^	475^	808^	108v	499^	391^	603^	309^	574^	176v	289v	203v	294v	269v	59v	LT	353^	202v
8.00 - 8.30								A	2.9	16	236	1809	740^	305^	901^	275^	496^	381^	386^	360^	474^	110v	221v	192v	263^	253v	31v	LT	403^	188v
8.30 - 9.00								A	3.0	16	245	1351	608^	70v	652^	81v	196v	225v	269^	383^	424^	155v	155v	155v	151v	269^	50v	29v	225v	102v
MORNING-KURALT & SAWYER					38	179	178	A	2.3	12	187	1203	679	90^	690	145^	284^	304^	374	348	380	59v	133^	144^	214^	225^	53v	LT	80v	LT
1 MTUWF	7.30A	90	CBS	N		98	98	B	2.3	12	187	1282	602	138	629	123	255	301	336	305	419	93	182	191	212	200	52	LT	182	61
2 M-F	7.30A	90																												
7.30 - 8.00								A	2.3	13	187	1225	653	108^	669	129^	305^	316	385	321	396	64v	139^	149^	235^	231^	48v	LT	112^	LT
8.00 - 8.30								A	2.3	12	187	1198	684	80v	690	134^	273^	295^	380	363	396	53v	129^	150^	225^	230^	48v	LT	64v	LT
8.30 - 9.00								A	2.3	11	187	1187	710	91^	716	171^	278^	310^	368	358	357	68v	133^	123^	182^	219^	60v	LT	54v	LT
NEWSBREAK-11.57					38	167	166	A	6.3	28	513	1267	707	122	808	294	398	279	269	376	314	80^	99^	97^	125	181	26v	LT	119	43^
M-F	11.57A	2	CBS	N		89	89	B	5.9	27	481	1235	689	137	775	237	363	302	302	365	328	101	135	97	117	178	46	15	86	30
NEWSBREAK-3.57					40	176	177	A	6.7	20	546	1249	751	155	873	201	367	353	406	421	251	79^	109	84^	106^	132	68^	44^	57^	27v
M-F	3.57P	2	CBS	N		95	95	B	6.2	19	505	1247	746	158	875	222	394	394	421	383	219	66	103	85	88	108	91	63	62	38
ONE DAY AT A TIME-M-F					37	131	130	A	3.2	16	261	1303	664	149^	721	342	490	364	264	203^	288	131^	142^	87^	107^	100^	87^	34v	207^	88^
1 M-W	10.00A	30	CBS	CS		78	78	B	3.2	17	261	1194	577	137	641	288	414	323	241	194	283	117	158	102	118	107	102	47	168	70
1 FRI.	10.09A	21																												
2 MTUTHF	10.00A	30																												
ONE LIFE TO LIVE					39	200	200	A	10.2	37	831	1309	858	225	931	449	642	473	308	262	205	88	136	106	87	56^	88	72	85	51^
1 MWTHF	2.00P	60	ABC	DD		99	99	B	10.1	37	823	1229	839	210	898	450	629	477	307	232	184	82	119	86	73	55	76	57	71	34
1 TUE.	2.39P	51																												
2 M-F	2.00P	60																												
2.00 - 2.30								A	9.8	36	799	1288	858	233	928	451	644	464	306	256	208	93	144	112	91	52^	67^	58^	85	48^
2.30 - 3.00								A	10.5	38	856	1310	856	221	934	447	642	473	309	267	199	84	127	99	85	58^	95	75	82	49^
3.00 - 3.30								A	11.5	38	937	1308	809	199^	865	445	612	521	265	237^	200^	78^	127^	95^	65^	57v	161^	139^	82^	58v
PASSWORD PLUS					20	135	141	A	2.8	11	228	1298	811	92^	834	168^	317	285	346	482	324	43v	87^	52v	127^	237^	61v	43v	79^	36v
M-F	12.00N	30	NBC	QG		69	72	B	2.7	11	220	1318	845	120	872	162	304	304	361	518	339	75	107	63	103	232	43	27	64	25
PRICE IS RIGHT 1					39	193	193	A	5.9	28	481	1339	717	136	823	334	432	290	249	357	323	71^	115^	107^	117^	188	37^	13v	156	62^
M-F	11.00A	30	CBS	AP		96	96	B	5.6	28	456	1312	680	134	793	308	421	304	264	331	341	98	155	111	125	174	55	20	123	45
PRICE IS RIGHT 2					38	194	194	A	7.3	33	595	1316	725	134	833	313	419	294	266	376	324	75^	110	102	132	187	29^	11v	130	52^
M-F	11.30A	30	CBS	AP		96	96	B	6.8	32	554	1287	706	142	799	271	395	313	290	356	333	96	140	102	127	180	51	17	104	38

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
REACH INTO SPACE(S)		191		A	8.9	34	725	1426	974	173^	1029	498	759	636	377	231^	243^	100^	146^	130^	102^	67v	99^	99^	55v	55v
1 FRI. 1.00P 20 ABC N		95																								
RYAN'S HOPE	39	182	184	A	7.0	27	571	1282	760	196	857	388	573	414	283	267	268	102	169	128	123	90^	63^	45^	94^	46^
1 MTUWF 12.30P 30 ABC DD		97	97	B	7.0	29	571	1192	756	200	827	384	549	416	292	242	221	88	139	106	94	74	50	33	94	36
1 THU. 12.30P 5																										
& 12.44P 16																										
2 M-F 12.30P 30																										
SEARCH FOR TOMORROW	37	187	188	A	6.3	23	513	1302	741	123	877	184	364	324	387	459	333	61^	100^	92^	159	210	53^	34^	39^	22v
1 MWTHF 2.30P 30 CBS DD		95	95	B	6.1	22	497	1226	740	148	851	190	364	353	397	420	279	61	94	93	123	158	51	29	45	22
2 M-F 2.30P 30																										
TEXAS	36	181	181	A	3.3	10	269	1379	885	244	948	432	562	432	338	349	305	103^	123^	79^	132^	160^	26v	18v	100^	45v
M-F 3.00P 60 NBC DD		89	89	B	3.3	11	269	1393	885	187	962	425	563	434	354	349	294	83	121	88	138	155	46	28	91	41
3.00 - 3.30				A	3.1	10	253	1360	905	240	968	447	565	412	336	363	296	91^	111^	66^	135^	166^	20v	20v	76^	24v
3.30 - 4.00				A	3.4	10	277	1401	881	245	943	435	572	451	334	339	314	112^	133^	84^	129^	158^	28v	17v	116^	58^
TODAY SHOW-7.30AM	39	209	210	A	4.5	26	367	1414	795	171	812	156^	314	289	397	441	458	49^	123^	144^	224	294	54^	13v	90^	55^
M-F 7.30A 30 NBC N		99	99	B	4.6	26	375	1313	706	167	725	166	294	270	333	383	467	90	166	166	208	276	34	16	87	57
TODAY SHOW-8.30AM	39	209	208	A	5.2	26	424	1311	792	129^	801	127^	254	227	340	515	443	68^	107^	106^	169	314	18v	LT	49^	26v
M-F 8.30A 30 NBC N		99	99	B	5.2	27	424	1218	751	98	779	140	254	238	321	491	399	60	104	101	162	276	LT	LT	32	18
TODAY SPECIAL COLUMBIA II(S)		210		A	6.6	27	538	1184	630	69v	629	125^	245^	279^	241^	340^	507	96v	174^	206^	211^	277^	LT	LT	43v	9v

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
1 THU. 9.00A 180 NBC N		99																								
9.00 - 9.30				A	5.8	28	473	1040	588	19v	588	118v	241^	251^	223^	337^	452^	64v	95v	129^	158^	310^	LT	LT	LT	LT
9.30 - 10.00				A	6.6	28	538	1165	639	58v	639	126^	282^	310^	279^	329^	481	78v	140^	181^	203^	294^	LT	LT	45v	LT
10.00 - 10.30				A	8.0	28	652	1255	622	65v	622	149^	268^	305^	252^	317^	549	116^	227^	252^	256^	277^	LT	LT	84v	15v
10.30 - 11.00				A	7.0	28	571	1271	637	114^	637	164^	270^	304^	242^	319^	572	149^	275^	299^	255^	231^	LT	LT	62v	21v
11.00 - 11.30				A	6.7	27	546	1207	689	112^	689	98v	226^	277^	250^	388^	460	79v	145^	168^	172^	253^	16v	16v	42v	15v
11.30 - 12.00				A	5.5	22	448	1127	594	34v	594	79v	173^	200^	199^	364^	505^	78v	134v	176^	193^	306^	17v	17v	11v	11v
UP TO THE MINUTE	39	139	144	A	2.8	9	228	1193	750	176^	838	246^	373	325	263	408	311	57v	119^	110^	149^	179^	LT	LT	40v	LT
M-F 4.00P 30 CBS DN		71	74	B	2.8	9	228	1261	759	175	859	254	385	355	311	408	293	58	114	114	120	166	38	LT	71	40
WAKE UP	37	166	165	A	1.3	9	106	1453	452^	132v	500^	217^	274^	283^	151^	180^	235^	84v	132v	151^	95v	75v	LT	LT	680	245^
1 MTUWF 7.00A 30 CBS C		92	91	B	1.2	9	98	1269	341	146	418	200	234	215	119	148	208	69	111	127	102	76	57	LT	586	205
2 M-F 7.00A 30																										
WHEEL OF FORTUNE	38	191	189	A	4.5	22	367	1259	771	114^	823	166	294	278	354	480	361	50^	90^	93^	147^	235	13v	LT	62^	25v
1 MTUWF 11.00A 30 NBC QG		94	94	B	4.5	23	367	1222	803	137	844	187	325	330	365	447	308	70	104	106	119	174	LT	LT	56	21
2 M-F 11.00A 30																										
YOUNG AND THE RESTLESS	39	193	195	A	7.3	29	595	1222	764	115	896	281	461	371	369	382	239	77^	102	74^	89^	121	33^	25v	54^	28^
1 M-TH 12.30P 60 CBS DD		99	99	B	6.9	28	562	1211	774	146	895	290	468	395	374	362	229	70	99	82	92	114	33	22	54	18
1 FRI. 12.30P 35																										
& 1.12P 18																										
2 M-F 12.30P 60																										
12.30 - 1.00				A	7.2	29	587	1247	762	108	888	282	459	375	362	376	267	96^	116	80^	87^	134	28^	22v	64^	29^
1.00 - 1.30				A	7.5	29	611	1185	768	116	892	275	458	366	374	380	209	58^	84^	67^	90^	109	39^	28^	45^	24v
•WEEKEND DAYTIME																										
ABC SPECIAL REPORT-4.14PM(S)		208		A	11.2	25	913	1599	390	126^	515	209^	324	196^	197^	191^	790	243^	414	402	414	305	160^	76^	134^	102^
1 SAT. 4.14P 17 ABC N		99																								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ABC SPECIAL REPORT-3.50(S)		211		A	12.3	31	1002	1422	341	142^	460	179^	290	178^	185^	163^	780	240	357	359	387	337	104^	45v	78^	58v
1 SAT. 3.50P 6 ABC N		99																								
ABC SPECIAL REPORT-5.06PM(S)		210		A	11.4	25	929	1482	360	112^	507	186^	273	138^	180^	234^	804	274	407	378	356	308	91^	18v	80^	80^
1 SAT. 5.06P 5 ABC N		99																								
ASK NBC NEWS-12:28PM	5	177	179	A	5.0	17	408	1422	194^	100^	203^	143^	170^	132^	60v	33v	218^	179^	197^	163^	18v	21v	211^	116^	790	388
SAT. 12.28P 2 NBC CN		90	90	B	5.0	18	408	1461	220	77	230	126	148	123	64	63	292	197	229	132	44	63	237	142	702	400
ASK NBC NEWS-8:28AM	10	172	175	A	4.1	29	334	1503	220^	111^	238^	141^	219^	189^	97^	19v	166^	78v	106^	106^	58v	60v	183^	20v	916	536
SAT. 8.28A 2 NBC CN		94	95	B	3.5	25	285	1597	212	75	228	86	159	132	117	56	181	89	126	111	68	44	218	79	970	664
ASK NBC NEWS-10:28AM	10	197	197	A	4.6	18	375	1552	220^	151^	220^	97^	183^	141^	111^	20v	202^	161^	186^	115^	30v	16v	63v	35v	1067	577
SAT. 10.28A 2 NBC CN		98	97	B	4.9	20	399	1658	249	114	250	141	189	110	66	56	252	166	196	112	46	52	127	44	1029	635
ASK NBC NEWS-11:28AM	9	192		A	5.8	22	473	1480	104v	LT	104v	21v	80v	104v	83v	LT	191^	151^	184^	116v	33v	LT	130^	36v	1055	457^
1 SAT. 11.28A 2 NBC CN		95		B	5.0	20	408	1634	194	105	221	126	172	116	64	38	292	211	250	129	60	42	224	74	897	486
ASK NBC NEWS-09:12AM	3	202	203	A	8.2	40	668	1651	298	184	298	172^	227	127^	78^	71^	118^	85^	107^	79^	22v	11v	114^	38v	1121	638
SAT. 9.12A 2 NBC CN		99	99	B	8.0	39	652	1663	239	137	240	155	192	123	53	48	106	75	98	78	23	8	128	45	1189	720
ASK NBC NEWS-11:58AM	1		186	A	4.9	17	399	1378	130v	123v	197^	197^	197^	144v	LT	LT	229^	229^	229^	229^	LT	LT	233^	120v	719	456^
2 SAT. 11.58A 2 NBC CN			95	B	4.9	17	399	1378	130	123	197	197	197	144	LT	LT	229	229	229	229	LT	LT	233	120	719	456
BLACKSTAR	10	187	186	A	6.7	25	546	1659	379	247	482	288	328	153^	145^	132^	242	164^	183^	136^	45v	33v	177^	69^	758	431
SAT. 11.00A 30 CBS CA		96	96	B	6.8	27	554	1574	354	169	406	237	314	192	131	77	282	194	237	153	69	39	156	67	730	376
BUGS BUNNY/ROAD RUNNER 1	10	198	200	A	5.0	23	408	1645	280^	194^	395	229^	319	191^	140^	66v	285^	165^	194^	155^	74v	59v	107^	48v	858	454
SAT. 9.00A 30 CBS CA		99	99	B	4.6	21	375	1603	293	126	373	229	308	171	117	56	295	186	228	152	83	58	171	52	764	360
BUGS BUNNY/ROAD RUNNER 2	10	198	200	A	7.7	31	628	1710	298	217	436	238	352	233	149^	80^	287	186^	222	176^	62^	51^	141^	62^	846	471
SAT. 9.30A 30 CBS CA		99	99	B	6.9	29	562	1661	310	132	382	214	302	178	128	67	316	196	244	183	87	63	213	74	750	368
BUGS BUNNY/ROAD RUNNER 3	10	197	200	A	8.1	32	660	1806	381	201	495	278	381	246	159^	99^	346	238	272	208	74^	61^	241	60^	724	379
SAT. 10.00A 30 CBS CA		99	99	B	7.6	31	619	1614	338	132	399	221	313	195	133	76	341	226	281	190	86	59	218	65	656	321
BULLWINKLE	9	149	151	A	3.2	11	261	1341	180^	73v	256^	200^	222^	103v	56v	34v	253^	210^	210^	175^	LT	43v	135^	96v	697	333^
SAT. 12.30P 30 NBC CA		82	84	B	3.2	11	261	1364	274	98	303	155	185	124	94	101	278	161	200	129	63	78	149	133	634	313
CBS NEWS SPC. RPT-3PM(S)		184		A	7.5	19	611	1471	652	110^	706	186^	393	322^	381^	267^	583	146^	255^	314^	309^	230^	9v	9v	173^	50v
1 SAT. 3.00P 90 CBS N		99																								
3.00 - 3.30				A	5.3	14	432	1435	611	79v	629	180^	354^	261^	316^	250^	537^	128v	227^	314^	280^	201^	LT	LT	269^	100v
3.30 - 4.00				A	7.0	18	571	1469	660	44v	676	172^	385^	304^	372^	255^	623	159^	288^	339^	348^	222^	LT	LT	170^	48v
4.00 - 4.30				A	10.1	24	823	1507	674	174^	772	196^	422	372	426	287^	583	146^	247^	299	300	253^	23v	23v	129^	25v
CBS NFL FTBL PRE	10	189	195	A	8.0	25	652	1445	328	144^	378	107^	247	225	188	120^	773	302	501	386	364	243	153^	60^	141^	95^
SUN. 12.30P 30 CBS SC		99	99	B	7.4	25	603	1551	371	169	441	174	275	228	189	144	821	393	579	429	317	214	141	25	148	100
CBS NFL FTBL GM 1	10	203	197	A	18.7	45	1524	1629	427	165	486	171	272	241	219	178	910	383	557	512	418	268	111	28^	122	89
1 SUN. 1.00P 202 CBS SE		99	99	B	17.5	43	1426	1607	417	173	471	190	305	258	210	142	892	381	578	521	396	243	118	31	126	89
2 SUN. 1.00P 195																										
1.00 - 1.30				A	14.3	39	1165	1512	384	109	429	147	240	204	178	163	837	328	496	446	414	267	116	49^	130	95^
1.30 - 2.00				A	17.5	45	1426	1569	373	123	436	168	251	211	177	155	907	367	532	496	438	276	98	18v	128	95
2.00 - 2.30				A	18.7	46	1524	1592	402	156	460	169	255	219	197	168	916	387	546	481	411	288	99	13v	117	89
2.30 - 3.00				A	18.6	45	1516	1651	448	176	497	181	279	246	218	185	966	419	581	537	438	279	106	14v	82	54^
3.00 - 3.30				A	19.6	45	1597	1661	437	179	522	188	284	243	227	201	932	412	588	551	397	263	93	32^	114	81
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NFL FTBL GM 1-CONT'D																										
3.30 - 4.00				A	20.6	46	1679	1683	439	186	508	177	289	263	245	180	906	396	584	542	405	246	137	36^	132	94
4.00 - 4.30				A	22.2	50	1809	1772	521	238	540	113^	276	292	300	213	902	346	555	507	427	287	137	54^	193	155
CBS NFL FTBL GM 2	6	186		A	18.2	36	1483	1863	475	210	503	106^	292	278	309	183	995	380	637	583	488	278	148^	40v	217	145^
1 SUN. 4.09P 173 CBS SE		81		B	15.4	32	1255	1748	508	214	540	192	341	310	256	167	959	388	643	549	439	260	111	30	138	101
4.30 - 5.00				A	15.5	34	1263	1888	470	247	487	92^	309	295	323	155^	1021	417	689	633	487	254	178^	48^	202	152^
5.00 - 5.30				A	16.6	34	1353	1825	430	228	445	85^	270	244	278	161^	978	385	631	596	467	276	178	41v	224	153^
5.30 - 6.00				A	17.7	35	1443	1863	444	238	462	83^	290	274	304	153^	980	354	619	576	496	285	181	40v	240	182
6.00 - 6.30				A	18.9	34	1540	1912	484	182	524	118^	311	298	318	182	994	381	654	572	499	267	157	37v	237	152^
6.30 - 7.00				A	20.9	36	1703	1900	498	190	534	133^	306	287	310	194	1039	405	677	591	501	286	99^	44^	228	125^
CBS SPORTS SATURDAY	9	166	163	A	7.2	16	587	1588	511	268	645	197^	407	346	334	192^	642	291	369	324	254	213	170^	81^	131^	63^
SAT. 4.30P 90 CBS SA		88	90	B	6.3	15	513	1394	464	198	520	157	315	283	271	169	688	270	410	360	289	233	92	26	94	66
4.30 - 5.00				A	7.6	17	619	1593	540	287	682	238	470	384	352	172^	649	277	351	338	260	222	94^	51^	168^	89^
5.00 - 5.30				A	8.1	18	660	1630	467	288	595	184	383	318	310	165^	670	336	412	332	244	204	258	131^	107^	44v
5.30 - 6.00				A	6.0	13	489	1509	524	214^	657	163^	353	336	335	251	582	238^	323	291	254	214^	151^	53v	119^	57v
COLLEGE FOOTBALL '81	10	144	143	A	2.3	7	187	1257	380^	113v	503^	95v	246^	279^	301^	129v	503^	165^	235^	299^	279^	172^	64v	27v	187^	101v
SUN. 12.30P 30 ABC SC		90	91	B	2.6	8	212	804	267	138	323	138	220	173	138	74	361	146	205	189	156	122	38	LT	82	49
COLUMBIA II LANDING(S)		186		A	8.1	20	660	1736	610	213^	634	134^	293^	287^	343^	321^	795	304^	481	441	329^	250^	108^	56v	199^	107^
1 SAT. 3.00P 129 NBC N		95																								
3.00 - 3.30				A	5.0	14	408	1811	573^	155^	573^	127v	281^	281^	326^	292^	842	463^	592	353^	230^	203^	145v	78v	251^	144v
3.30 - 4.00				A	6.2	16	505	1750	634	251^	634	156^	342^	293^	357^	292^	814	359^	532	469	292^	222^	124^	77v	178^	99v
4.00 - 4.30				A	9.3	22	758	1810	674	277^	691	155^	342	324	371	333	789	282^	452	444	308^	273^	106^	57v	224^	110^
4.30 - 5.00				A	11.1	25	905	1717	590	193^	641	121^	258^	270	326	352	794	256^	455	471	393	261	94^	43v	188^	103^
DAFFY/SPEEDY SHOW	5	177	179	A	5.3	19	432	1486	227^	120^	236^	169^	199^	147^	67v	37v	229^	192^	208^	171^	16v	21v	197^	115^	824	417
SAT. 12.00N 30 NBC CA		90	90	B	5.2	19	424	1529	227	91	237	142	164	129	59	56	302	211	245	142	45	57	260	147	730	423
DEAR ALEX & ANNIE-11.26AM	10	167	169	A	5.0	17	408	1414	251^	191^	260^	150^	260^	174^	110^	LT	232^	122^	156^	85^	63v	76^	282^	129^	640	443
SAT. 11.26A 3 ABC CN		91	91	B	5.3	21	432	1488	252	125	274	145	207	135	84	61	206	107	148	99	55	58	314	146	694	443
DEAR ALEX & ANNIE-11.25AM	9	123	118	A	3.1	12	253	1791	463^	138^	522	240^	355^	184^	140^	167^	491	218^	376^	272^	246^	63v	66v	43v	712	365^
SUN. 11.25A 4 ABC CN		82	82	B	2.4	10	196	1758	455	191	494	234	316	202	158	146	383	188	288	218	169	66	257	113	624	414
FACE THE NATION	10	146	152	A	3.6	12	293	1287	372^	55v	382^	LT	40v	54v	174^	328^	723	157^	355^	287^	338^	358^	144^	69v	38v	28v
SUN. 11.30A 30 CBS CC		93	93	B	3.6	13	293	1406	516	150	555	145	206	194	161	337	655	163	289	275	311	323	56	19	140	80
FAMOUS CLASSIC TALES(S)			119	A	3.8	7	310	1816	516^	LT	516^	258^	353^	277^	142v	151v	815	377^	461^	356^	138v	321^	184v	80v	301^	72v
2 SUN. 5.00P 60 CBS CA			77																							
5.00 - 5.30				A	3.0	6	245	1767	481^	LT	481^	219v	318^	246v	159v	150v	739^	355^	486^	377^	193v	203v	265^	200v	282^	33v
5.30 - 6.00				A	4.7	9	383	1789	521^	14v	521^	274^	362^	290^	127v	145v	844	381^	432^	331^	100v	390^	124v	LT	300^	93v
FLINTSTONE'S COMEDY SHW2	10	172	175	A	3.3	26	269	1498	169^	94v	191^	131^	176^	161^	60v	LT	152^	74v	104v	111v	60v	41v	188^	21v	967	588
SAT. 8.00A 30 NBC CA		94	95	B	2.8	22	228	1590	209	68	222	79	149	131	116	55	210	87	127	119	75	66	181	74	977	655
FONZ AND HAPPY DAYS GANG	10	194	192	A	4.5	21	367	1760	214^	167^	252^	150^	218^	125^	82v	34v	197^	79v	172^	139^	107^	25v	224^	92^	1087	679
SAT. 9.00A 30 ABC CA		98	98	B	5.0	24	408	1716	174	96	197	117	154	106	61	29	174	112	155	117	53	17	227	64	1118	677
GOLDIE GOLD/ACTION JACK	10	168	169	A	5.2	18	424	1460	272^	196^	279^	170^	279^	170^	109^	LT	257^	143^	186^	123^	72v	71v	273^	141^	651	462
SAT. 11.00A 30 ABC CA		91	91	B	5.6	22	456	1525	251	129	269	154	213	137	83	50	209	110	153	110	61	53	323	155	724	460
HEATHCLIFF & MARMADUKE	10	171	164	A	3.6	17	293	1857	334^	96v	338^	189^	256^	180^	82v	82v	106^	85v	93v	20v	21v	LT	177^	84v	1236	837
SAT. 8.30A 30 ABC CA		89	79	B	3.8	19	310	1600	177	42	200	123	163	104	56	37	176	126	129	69	34	40	191	52	1033	628

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
IN THE NEWS- 8.26AM					10	184	185	A	2.9	19	236	2237	416^	364^	593	385^	550	266^	208^	43v	148^	88v	148^	110v	60v	LT	85v	54v	1411	852
SAT.	8.26A	3	CBS	CN		98	98	B	3.2	21	261	1511	212	103	248	136	189	106	87	55	180	91	112	76	89	56	100	40	983	581
IN THE NEWS- 8.56AM					10	190	191	A	3.2	17	261	1517	226^	85v	268^	185^	203^	50v	83v	65v	176^	115v	176^	126^	61v	LT	150^	122^	923	479
SAT.	8.56A	3	CBS	CN		98	98	B	3.6	19	293	1505	240	68	253	150	191	102	88	47	232	148	172	110	74	60	164	76	856	436
IN THE NEWS- 9.26AM					10	198	200	A	5.7	25	465	1604	256^	186^	383	196^	297	196^	150^	75^	260	127^	161^	141^	77^	74^	129^	60v	832	447
SAT.	9.26A	3	CBS	CN		99	99	B	5.1	23	416	1601	296	124	381	226	308	175	122	62	281	172	212	145	81	60	189	66	750	352
IN THE NEWS-9.56AM					10	198	200	A	8.3	33	676	1652	284	197	420	215	327	231	143^	90^	285	196	221	169^	50^	49^	159^	65^	788	427
SAT.	9.56A	3	CBS	CN		99	99	B	7.3	30	595	1620	303	127	369	205	288	167	120	73	319	196	248	188	87	66	218	77	714	345
IN THE NEWS-11.56AM					10	178	184	A	5.3	18	432	1676	376	235^	434	268^	303	139^	106^	102^	144^	91^	102^	54v	20v	33v	230^	34v	868	460
SAT.	11.56A	3	CBS	CN		88	97	B	5.6	21	456	1523	355	159	409	246	305	177	105	84	221	149	183	118	57	31	187	61	706	356
IN THE NEWS-12.26PM					10	174	180	A	5.0	17	408	1520	308	200^	369	213^	242^	140^	71v	85^	284^	233^	256^	118^	30v	21v	177^	69v	690	351
SAT.	12.26P	3	CBS	CN		88	96	B	5.4	20	440	1576	393	169	460	232	303	203	146	121	287	200	237	134	73	43	166	43	663	348
IN THE NEWS-12.56PM					10	148	159	A	5.9	19	481	1609	369	141^	369	158^	261	170^	185^	89^	495	366	423	259	103^	67^	113^	50v	632	337
SAT.	12.56P	3	CBS	CN		83	92	B	5.7	20	465	1649	360	131	435	199	288	190	152	130	352	216	273	167	117	65	181	55	681	372
IN THE NEWS- 1.26PM					10	168	163	A	5.1	16	416	1582	506	202^	561	371	488	215^	164^	61v	368	269^	288^	201^	60v	55v	52v	LT	601	354
SAT.	1.26P	3	CBS	CN		95	93	B	5.4	18	440	1627	425	170	493	232	331	219	192	134	337	202	239	141	112	72	173	66	624	351
IN THE NEWS-10.56AM					10	192	191	A	6.5	25	530	1764	428	204^	545	263	381	234	205^	157^	300	214^	247	215^	49v	37v	251	69^	668	322
SAT.	10.56A	3	CBS	CN		98	98	B	6.6	27	538	1524	349	160	397	210	301	192	152	85	279	186	227	151	64	46	187	106	661	306
IN THE NEWS-11.26AM					10	187	186	A	6.3	23	513	1649	388	247	488	294	335	146^	152^	127^	242	167^	183^	115^	42v	33v	182^	76^	737	379
SAT.	11.26A	3	CBS	CN		96	96	B	6.4	25	522	1554	348	159	407	242	306	178	123	86	270	183	222	151	65	40	158	63	719	354
KID SUPER POWER I					10	196	197	A	5.6	23	456	1673	263^	130^	263^	164^	227^	127^	63v	36v	193^	117^	134^	127^	54v	22v	77^	24v	1140	605
SAT.	9.30A	30	NBC	CA		98	97	B	5.6	24	456	1632	242	97	244	137	172	100	63	69	175	103	131	87	56	29	138	67	1075	678
KID SUPER POWER II					10	197	197	A	5.3	21	432	1611	237^	142^	237^	126^	191^	125^	79^	37v	195^	158^	179^	106^	26v	16v	58v	29v	1121	600
SAT.	10.00A	30	NBC	CA		98	97	B	5.7	24	465	1720	252	115	254	151	196	110	64	51	222	155	186	107	46	33	132	47	1112	705
KIDS ARE PEOPLE TOO I					9	122	117	A	2.6	11	212	1788	410^	156^	443^	221^	359^	236^	143v	84v	532^	311^	448^	207^	180^	84v	123v	117v	690	287^
1 SUN.	10.30A	30	ABC	CL		81	81	B	2.4	10	196	1629	414	180	438	218	288	197	130	126	357	207	306	179	133	46	268	141	566	335
2 SUN.	10.30A	36																												
10.30 - 11.00								A	2.6	11	212	1774	397^	165^	435^	222^	355^	232^	133v	80v	534^	316^	444^	203^	170^	90v	126v	126v	679	278^
KIDS ARE PEOPLE TOO II					9	123	118	A	3.0	12	245	1812	460^	139^	522	270^	375^	175^	125^	147^	531	261^	391^	236^	224^	87v	66v	40v	693	367^
1 SUN.	11.00A	30	ABC	CL		82	82	B	2.6	11	212	1794	438	183	470	226	301	181	143	146	379	196	287	192	152	68	323	121	622	414
2 SUN.	11.06A	24																												
KWICKY KOALA SHOW					10	184	185	A	2.5	18	204	2059	356^	294^	504^	323^	455^	235^	181^	49v	138v	97v	138v	99v	41v	LT	79v	44v	1338	815
SAT.	8.00A	30	CBS	CA		98	98	B	2.7	20	220	1542	218	101	251	112	165	112	95	80	194	85	103	73	94	77	126	53	971	592
LAVERNE AND SHIRLEY					6	195	195	A	6.7	28	546	1659	158^	118^	200^	128^	170^	82^	48v	30v	185^	63^	154^	148^	106^	21v	345	146^	929	632
SAT.	9.30A	30	ABC	CA		99	99	B	6.9	30	562	1699	170	90	197	114	153	117	65	35	141	74	122	115	58	16	317	80	1044	706
MEET THE PRESS					8	157	133	A	3.0	11	245	1376	408^	114v	465^	131^	131^	102v	102v	313^	724	127^	278^	349^	380^	375^	40v	40v	147^	103v
SUN.	12.00N	30	NBC	CC		90	88	B	3.1	11	253	1299	439	140	501	107	163	169	177	301	655	155	286	282	330	325	28	LT	115	55
NCAA FOOTBALL PRE GAME					10	211	213	A	6.6	24	538	1539	333	163^	361	174^	231	200^	124^	98^	776	286	520	496	341	203^	118^	LT	284	155^
1 SAT.	12.00N	29	ABC	SC		99	99	B	6.4	24	522	1411	366	138	383	165	225	186	136	133	626	229	377	343	253	207	134	61	268	174
2 SAT.	12.00N	17																												

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NCAA FOOTBALL GAME	10	213	213	A	12.8	39	1043	1409	361	135	409	152	248	204	167	134	786	250	404	406	384	306	92^	27v	122	70^
1 SAT. 12.28P 201 ABC SE		99	99	B	10.9	34	888	1309	329	120	358	124	197	179	146	134	729	239	385	360	332	284	89	38	133	89
2 SAT. 12.16P 185																										
12.30 - 1.00				A	10.1	34	823	1458	351	122^	381	127^	214	202	152	139^	780	271	430	400	328	299	101^	12v	196	97^
1.00 - 1.30				A	12.4	40	1011	1334	312	123	348	142	206	164	133	122	783	245	390	405	390	308	95^	23v	108^	60^
1.30 - 2.00				A	12.9	40	1051	1356	315	117	352	140	212	167	141	117	792	262	404	406	379	317	100^	38^	112^	62^
2.00 - 2.30				A	13.4	40	1092	1453	388	143	445	147	285	257	205	135	771	234	398	417	399	286	105^	32^	132	69^
2.30 - 3.00				A	14.8	41	1206	1425	372	157	431	141	259	235	189	139	793	263	414	410	384	299	80^	28^	121	79^
3.00 - 3.30				A	15.0	40	1223	1412	401	135	456	183	279	201	173	151	797	232	401	409	419	314	75^	29^	84^	59^
NCAA FOOTBALL POST GAME	6		213	A	14.7	38	1198	1433	373	125^	416	142^	244	251	189^	126^	784	269	447	373	380	301	105^	46v	128^	94^
2 SAT. 3.22P 20 ABC SC			99	B	11.1	31	905	1411	356	144	394	130	217	212	164	148	802	279	456	416	376	286	89	37	126	91
NCAA FOOTBALL GAME 2	6	211	213	A	14.0	31	1141	1480	396	137	475	155	272	204	203	182	796	282	456	398	385	284	97^	36^	112	82^
1 SAT. 3.56P 18 ABC SE		99	98	B	13.5	31	1100	1462	417	148	458	162	260	217	193	168	822	286	474	424	394	290	85	31	97	73
& 4.31P 171																										
2 SAT. 3.42P 211																										
4.00 - 4.30				A	15.7	38	1280	1419	369	109^	415	117^	235	227	212	141^	805	305	488	385	380	283	75^	32v	124^	112^
4.30 - 5.00				A	13.1	30	1068	1479	383	147	485	182	278	198	177	182	818	281	477	383	400	310	83^	36^	93^	82^
5.00 - 5.30				A	13.9	31	1133	1435	380	127	455	148	257	182	180	194	799	301	466	383	358	278	85^	26v	96^	78^
5.30 - 6.00				A	13.8	30	1125	1400	402	122	455	141	257	194	198	188	787	272	433	385	375	287	84^	30^	74^	56^
6.00 - 6.30				A	14.5	29	1182	1475	383	133	457	136	248	185	209	189	804	280	455	446	408	262	94^	33^	120	67^
6.30 - 7.00				A	15.1	29	1231	1632	415	170^	534	189^	313	208	206	203	782	276	467	423	389	277	150^	64^	166^	115^
NCAA FOOTBALL POST 2	2	184		A	10.9	21	888	1378	399	153^	440	67v	213^	204^	264^	194^	744	215^	392	423	379	272	21v	LT	173^	73^
1 SAT. 6.41P 17 ABC SC		96		B	10.0	20	815	1360	436	183	464	100	245	200	238	197	680	189	362	381	333	268	82	56	134	61
NEW FAT ALBERT SHOW	10	168	163	A	5.3	17	432	1563	415	202^	478	312	415	204^	152^	45v	349	250^	267^	194^	64v	63v	71^	18v	665	397
SAT. 1.00P 30 CBS CA		95	93	B	5.7	19	465	1619	413	175	484	235	335	221	180	119	329	193	230	138	103	76	177	65	629	362
NFL '81-NBC PRE	10	176	154	A	6.0	19	489	1569	417	109^	470	148^	233^	217^	221^	207^	843	395	585	449	363	229^	100^	11v	156^	130^
SUN. 12.30P 30 NBC SC		89	87	B	5.2	18	424	1493	410	127	462	172	247	229	194	173	748	299	509	427	364	204	125	21	158	98
NFL FOOTBALL GAME 1-NBC	9	216		A	15.7	39	1280	1469	363	105^	409	94^	206	175^	212	188	883	388	592	489	338	247	70^	6v	107^	88^
1 SUN. 1.00P 187 NBC SE		99		B	12.8	33	1043	1545	429	141	463	146	261	232	203	174	873	364	554	471	368	257	114	24	95	66
1.00 - 1.30				A	12.5	34	1019	1533	348	114^	395	90^	225^	196^	229^	156^	833	357	560	462	338	230^	145^	22v	160^	160^
1.30 - 2.00				A	15.6	40	1271	1485	352	114^	392	79^	230	212	255	149^	888	377	624	518	363	235	100^	11v	105^	105^
2.00 - 2.30				A	16.5	41	1345	1425	314	106^	358	70^	173^	149^	204	171^	889	359	617	530	389	224	53^	LT	125^	86^
2.30 - 3.00				A	16.8	41	1369	1457	341	106^	395	93^	183	138^	198	196	922	440	628	491	332	237	47^	8v	93^	33v
3.00 - 3.30				A	16.5	39	1345	1416	371	95^	413	93^	168^	137^	182	233	861	374	554	452	306	265	59^	LT	83^	73^
3.30 - 4.00				A	15.9	36	1296	1551	433	104^	489	137^	266	205	225	209	911	383	573	478	342	290	68^	LT	83^	75^
NFL FOOTBALL GAME 2-NBC	4		209	A	16.4	32	1337	1676	480	251	543	176^	359	310	290	167^	932	310	592	542	460	293	69^	22v	132^	70^
2 SUN. 4.00P 173 NBC SE			91	B	16.0	31	1304	1620	433	205	478	154	283	241	226	177	884	303	531	516	448	282	119	30	139	98
4.00 - 4.30				A	12.3	26	1002	1511	358	156^	415	134^	263	257	225^	128^	944	349	642	560	459	289	86^	22v	66^	42v
4.30 - 5.00				A	15.8	33	1288	1514	380	187	439	114^	303	283	268	118^	925	324	625	562	463	272	64^	17v	86^	57^
5.00 - 5.30				A	17.3	34	1410	1667	466	235	538	167^	383	347	313	138^	973	325	618	556	486	297	53^	14v	103^	58^
5.30 - 6.00				A	16.8	32	1369	1672	429	211	483	163^	316	289	250	151^	957	336	611	549	458	296	64^	21v	168^	95^
6.00 - 6.30				A	16.3	29	1328	1818	594	350	652	194	420	353	368	216	914	267	541	531	456	316	76^	28v	176^	76^
6.30 - 7.00				A	17.9	31	1459	1811	584	306	650	246	422	323	305	206	907	274	551	517	458	297	82^	33v	17[illegible]	90^
NFL FOOTBALL POST-NBC	6	159		A	7.7	17	628	1260	429	88v	429	145^	258^	225^	164^	159^	750	237^	382	340^	295^	290^	25v	LT	56v	56v
1 SUN. 4.08P 15 NBC SC		75		B	7.9	17	644	1454	459	147	489	164	273	269	216	184	723	268	425	381	318	254	100	31	142	101

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NFL FOOTBALL GM 1-NBC(B)			208	A	12.5	30	1019	1706	478	161^	501	216^	300	239	210^	163^	916	403	643	543	370	237	141^	40v	148^	105^
2 SUN. 1.00P 186 NBC SE			81																							
1.00 - 1.30				A	11.0	29	897	1612	382	127^	433	183^	243^	190^	165^	164^	900	410	661	553	372	208^	120^	38v	159^	112^
1.30 - 2.00				A	12.5	31	1019	1680	434	133^	475	181^	253	217^	193^	178^	917	401	648	543	375	242	134^	31v	154^	107^
2.00 - 2.30				A	12.4	30	1011	1737	455	164^	471	212^	280	224^	194^	143^	973	407	681	577	408	243	153^	44v	140^	102^
2.30 - 3.00				A	12.3	29	1002	1791	522	195^	537	265	349	251	200^	150^	940	414	670	577	378	227^	169^	51v	145^	105^
3.00 - 3.30				A	13.5	31	1100	1813	572	170^	586	279	368	281	234	176^	923	416	640	530	357	244	161^	53v	143^	103^
3.30 - 4.00				A	13.2	29	1076	1618	507	180^	518	195^	324	273	265	167^	827	372	542	458	299	256	112^	26v	161^	118^
POPEYE/OLIVE COMEDY SHOW	10	192	191	A	6.5	25	530	1794	429	205^	531	270	390	241	202^	132^	323	232	270	239	56v	35v	253	79^	687	342
SAT. 10.30A 30 CBS CA		98	98	B	6.7	27	546	1553	355	155	399	211	309	191	152	80	297	200	248	160	73	42	201	105	656	305
RICHIE RICH/SCOOBY DOO-1	10	192	191	A	6.8	29	554	1755	321	258	330	200^	306	162^	106^	24v	184^	110^	167^	119^	67^	LT	313	146^	928	614
SAT. 10.00A 30 ABC CA		99	98	B	6.1	28	497	1678	222	131	247	163	205	118	69	28	159	95	134	96	51	23	311	141	961	615
RICHIE RICH/SCOOBY DOO-2	10	196	195	A	7.2	30	587	1566	311	274	321	205	318	170^	113^	LT	216	144^	202^	114^	67^	LT	292	138^	737	433
SAT. 10.30A 30 ABC CA		99	99	B	7.1	31	579	1654	217	128	247	174	219	124	66	13	178	112	150	109	55	21	293	139	936	587
SCHOOLHOUSE ROCK-8.26AM	10	171	170	A	3.5	17	285	1611	323^	46v	323^	210^	263^	164^	53v	60v	271^	116^	173^	149^	57v	98v	80v	42v	937	513
SAT. 8.26A 4 ABC CN		89	89	B	3.5	20	285	1563	192	49	224	147	200	132	55	24	208	137	159	110	28	47	155	33	976	567
SCHOOLHOUSE ROCK-10.55AM	10	196	195	A	6.3	26	513	1503	306	273	315	210^	315	153^	105^	LT	224^	146^	211^	111^	72^	LT	309	154^	655	425
SAT. 10.55A 4 ABC CN		99	99	B	6.3	27	513	1617	219	127	245	173	218	119	67	13	179	110	149	106	56	21	307	140	886	565
SCHOOLHOUSE ROCK-11.56AM	10	168	170	A	4.7	15	383	1441	241^	142^	246^	134^	230^	173^	112^	16v	454	271^	339	245^	118^	115^	237^	57v	504	304^
SAT. 11.55A 4 ABC CN		92	92	B	5.1	19	416	1570	259	133	282	154	215	146	94	61	334	210	271	195	85	61	276	109	678	425
SMURFS I	10	202	203	A	6.1	35	497	1650	301	197^	307	179^	254	145^	113^	53v	130^	89^	101^	71^	25v	29v	91^	15v	1122	612
SAT. 8.30A 30 NBC CA		99	99	B	5.8	34	473	1587	201	109	209	113	170	108	84	34	159	82	114	79	54	39	136	64	1083	717
SMURFS II	10	202	203	A	8.0	38	652	1650	290	194	292	166^	223	123^	81^	69^	120^	89^	110^	77^	21v	10v	118^	37v	1120	633
SAT. 9.00A 30 NBC CA		99	99	B	7.7	37	628	1589	172	89	195	117	152	87	61	38	131	75	102	70	46	24	169	69	1094	735
SPACE STARS I	9	192		A	5.6	22	456	1292	131v	46v	131v	21v	109v	131v	110v	LT	182^	165^	165^	68v	LT	17v	LT	LT	979	452^
1 SAT. 10.30A 30 NBC CA		95		B	4.8	20	391	1621	182	91	209	120	161	99	54	42	266	196	229	137	50	33	174	49	972	615
SPACE STARS II	9	192		A	5.8	23	473	1499	110v	LT	110v	20v	84v	110v	90v	LT	208^	166^	196^	114v	30v	12v	123v	27v	1058	431^
1 SAT. 11.00A 30 NBC CA		95		B	4.9	20	399	1671	211	107	240	138	182	118	66	45	304	216	254	141	68	43	225	71	902	533
SPACE STARS I	1		183	A	4.9	18	399	1326	136v	146v	188^	135v	172^	135v	53v	16v	165^	140v	140v	115v	25v	25v	228^	103v	745	457^
2 SAT. 11.00A 30 NBC CA			94	B	4.9	18	399	1326	136	146	188	135	172	135	53	16	165	140	140	115	25	25	228	103	745	457
SPACE STARS II	1		186	A	5.7	20	465	1501	146^	140^	210^	176^	203^	152^	34v	LT	223^	213^	213^	213^	10v	10v	244^	116v	824	538
2 SAT. 11.30A 30 NBC CA			95	B	5.7	20	465	1501	146	140	210	176	203	152	34	LT	223	213	213	213	10	10	244	116	824	538
SPIDER-MAN & FRIENDS	1		195	A	5.3	21	432	1551	262^	183^	278^	149^	220^	149^	95v	58v	256^	181^	181^	110v	75v	75v	174^	92v	843	528^
2 SAT. 10.30A 30 NBC CA			95	B	5.3	21	432	1551	262	183	278	149	220	149	95	58	256	181	181	110	75	75	174	92	843	528
SPIDER-MAN & FRIENDS	9	190		A	5.8	22	473	1613	215^	130^	215^	116v	178^	108v	99v	37v	322^	225^	301^	151^	84v	21v	52v	31v	1024	438^
1 SAT. 11.30A 30 NBC CA		93		B	5.4	22	440	1639	248	113	269	141	195	129	92	66	261	187	231	118	62	30	182	66	927	542
SPORTSBEAT(B)			97	A	4.0	8	326	1282	541^	231^	614^	121v	236^	368^	328^	246^	482^	114v	291^	291^	208^	191^	63v	21v	123v	58v
2 SUN. 5.30P 30 ABC SC			62																							
SPORTSWORLD-SAT	6	171	173	A	5.8	13	473	1463	464	141^	608	219^	365	244^	266	225^	644	226^	369	348	278	240^	65^	36v	146^	73^
1 SAT. 5.09P 51 NBC SA		89	91	B	5.9	15	481	1403	382	117	457	165	252	197	187	179	719	247	440	418	374	235	79	54	148	94
2 SAT. 4.00P 90																										
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SPORTSWORLD-SAT-CONT'D																										
4.00 - 4.30				A	4.1	10	334	1365	369^	141v	614^	279^	501^	222^	237^	113v	530^	213^	291^	291^	153v	239^	29v	29v	192^	150v
4.30 - 5.00				A	4.8	11	391	1286	467^	163^	608	250^	506^	346^	285^	102v	463^	147v	251^	202^	178^	212^	69v	69v	146v	105v
5.00 - 5.30				A	5.8	13	473	1433	425	112^	618	252^	360	205^	230^	244^	619	188^	334	301	279	251^	79^	42v	117^	53v
5.30 - 6.00				A	8.7	20	709	1604	537	159^	582	127^	218^	231^	309^	328^	804	310^	496	501	386	231^	68v	18v	150^	35v
SUNDAY MORNING	10	154	154	A	5.3	25	432	1461	538	232^	547	151^	225^	224^	272^	273^	718	259^	350	305	320	313	36v	22v	160^	113^
SUN. 9.00A 90 CBS N		90	90	B	5.0	25	408	1445	609	239	633	175	277	279	286	315	621	228	338	326	286	222	57	15	134	82
9.00 - 9.30				A	4.3	24	350	1500	501	179^	505	111^	168^	145^	252^	297^	732	246^	335^	318^	309^	331^	14v	14v	249^	157^
9.30 - 10.00				A	5.8	27	473	1410	552	245^	552	154^	234^	237^	299	267	711	237^	337	285	343	326	22v	10v	125^	104^
10.00 - 10.30				A	5.9	25	481	1443	532	252	552	175^	247^	259	245^	254	697	284	364	309	301	278	63^	39v	131^	96^
SUPERFRIENDS	10	171	170	A	3.5	19	285	1540	348^	77v	348^	219^	291^	178^	72v	57v	203^	74v	126^	107^	52v	77v	65v	34v	924	526
SAT. 8.00A 30 ABC CA		89	89	B	3.3	20	269	1497	211	54	244	148	211	139	65	33	196	127	146	103	24	47	146	32	911	538
TARZAN/L.RANGER/ZORRO HR1	10	178	184	A	5.5	19	448	1574	405	252^	463	285	323	144^	114^	112^	161^	101^	112^	73^	27v	33v	189^	30v	761	384
SAT. 11.30A 30 CBS CA		88	97	B	5.8	22	473	1554	377	170	434	261	328	179	115	89	243	162	198	125	59	38	180	64	697	348
TARZAN/L.RANGER/ZORRO HR2	10	174	180	A	5.5	19	448	1522	291	213^	340	188^	249^	150^	108^	56v	249^	211^	222^	98^	20v	18v	183^	64v	750	397
SAT. 12.00N 30 CBS CA		88	96	B	5.8	22	473	1581	377	157	438	238	310	188	125	105	257	188	223	138	60	23	173	45	713	382
THIS WEEK-DAVID BRINKLEY	2	167	161	A	3.5	12	285	1589	491	221^	540	126^	227^	234^	278^	225^	837	392^	480	314^	250^	299^	36v	21v	176^	130^
SUN. 11.30A 60 ABC N		89	88	B	3.5	12	285	1589	491	221	540	126	227	234	278	225	837	392	480	314	250	299	36	21	176	130
11.30 - 12.00				A	3.2	12	261	1678	512	260^	550	156^	278^	257^	271^	203^	836	399^	513	403^	269^	257^	LT	LT	276^	223^
12.00 - 12.30				A	3.8	13	310	1484	461	184^	522	93v	170^	206^	278^	245^	827	379^	440	233^	228^	335^	48v	26v	87v	48v
30 MINUTES	9	149	156	A	3.5	11	285	1291	540	207^	585	368^	477	298^	217^	41v	158^	119^	119^	67v	39v	39v	22v	LT	526	320^
SAT. 1.30P 30 CBS DN		89	82	B	3.5	11	285	1471	497	200	591	288	373	243	220	166	255	117	173	134	106	62	146	76	479	278
THUNDARR THE BARBARIAN	10	168	170	A	5.0	16	408	1544	256^	163^	263^	153^	251^	184^	110^	12v	427	261^	330	224^	106^	97^	289^	102^	565	361
SAT. 11.30A 30 ABC CA		92	92	B	5.2	20	424	1615	271	145	295	164	234	160	99	53	337	218	276	195	81	58	279	114	704	448
TOM AND JERRY COMEDY SHOW	10	148	159	A	5.2	17	424	1642	325	198^	325	205^	281^	171^	120^	16v	448	381	422	252^	50v	17v	157^	71v	712	387
SAT. 12.30P 30 CBS CA		83	92	B	5.6	20	456	1666	352	150	405	204	284	186	131	100	321	210	253	158	93	50	199	60	741	413
TROLLKINS	10	192	191	A	3.1	17	253	1581	222^	98v	261^	206^	232^	58v	55v	29v	174^	106v	174^	123^	68v	LT	158^	127^	988	545
SAT. 8.30A 30 CBS CA		98	98	B	3.5	19	285	1533	252	66	264	164	209	107	84	43	209	121	149	118	80	54	158	77	902	484

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000) & %)	22,410 27.5				34,470 42.3							
Program	← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL BUFFALO VS DALLAS (9:00-12:07AM)(-OP) (SUSTAINING 12:07-12:17AM)							
AVERAGE AUDIENCE (Households (000) & %)	16,790 20.6	18.7*		22.5*	19,640 24.1	23.9*		26.1*		26.6*		23.7*
SHARE OF AUDIENCE %	30	27 *		33 *	39	35 *		38 *		39 *		37 *
AVG. AUD. BY ¼ HR. %	18.1	19.3	22.3	22.7	23.7	24.0	26.2	26.1	26.9	26.3	23.5	23.9
CBS TV												
TOTAL AUDIENCE (Households (000) & %)	16,460 20.2		13,450 16.5		18,910 23.2		15,240 18.7		16,140 19.8			
Program	PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		← LOU GRANT →			
AVERAGE AUDIENCE (Households (000) & %)	14,260 17.5		12,060 14.8		16,460 20.2		13,860 17.0		13,040 16.0	15.9*		16.1*
SHARE OF AUDIENCE %	25		21		29		25		25	24 *		27 *
AVG. AUD. BY ¼ HR. %	16.8	18.1	14.6	15.0	19.8	20.6	17.0	17.0	15.7	16.2	16.3	15.9
NBC TV												
TOTAL AUDIENCE (Households (000) & %)	20,050 24.6				24,450 30.0							
Program	← LITTLE HOUSE-PRAIRIE (OP) →				← NBC MONDAY NIGHT MOVIES FOR LADIES ONLY (SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)	15,650 19.2	18.0*		20.5*	16,300 20.0	19.3*		20.7*		20.0*		19.9*
SHARE OF AUDIENCE %	27	26 *		29 *	30	27 *		30 *		31 *		33 *
AVG. AUD. BY ¼ HR. %	17.8	18.2	20.5	20.5	19.1	19.6	20.8	20.5	19.8	20.2	20.6	19.3

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000) & %)	19,400 23.8				30,730 37.7							
Program	← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS SEATTLE (9:00-12:12AM)(-OP) (SUSTAINING 12:10-12:12)							
AVERAGE AUDIENCE (Households (000) & %)	15,080 18.5	17.6*		19.3*	15,570 19.1	18.0*		20.0*		21.5*		20.0*
SHARE OF AUDIENCE %	28	27 *		29 *	32	26 *		29 *		32 *		31 *
AVG. AUD. BY ¼ HR. %	17.2	18.1	19.1	19.5	17.8	18.3	19.4	20.6	21.4	21.6	20.7	19.4
CBS TV												
TOTAL AUDIENCE (Households (000) & %)	15,160 18.6		14,510 17.8		20,620 25.3		17,600 21.6		18,910 23.2			
Program	PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		← LOU GRANT →			
AVERAGE AUDIENCE (Households (000) & %)	13,610 16.7		13,040 16.0		18,090 22.2		15,890 19.5		15,400 18.9	18.7*		19.1*
SHARE OF AUDIENCE %	25		23		31		28		30	29 *		31 *
AVG. AUD. BY ¼ HR. %	16.3	17.2	15.8	16.2	20.6	23.7	19.8	19.3	18.1	19.3	19.4	18.8
NBC TV												
TOTAL AUDIENCE (Households (000) & %)	18,170 22.3				22,900 28.1				20,380 25.0			
Program	← LITTLE HOUSE-PRAIRIE (OP) →				← GEO BURNS EARLY XMAS SPEC (OP) →				← LORETTA LYNN-LADY/LEGEND →			
AVERAGE AUDIENCE (Households (000) & %)	14,430 17.7	16.8*		18.5*	16,630 20.4	20.3*		20.5*	16,710 20.5	20.8*		20.2*
SHARE OF AUDIENCE %	26	25 *		27 *	29	29 *		30 *	32	32 *		33 *
AVG. AUD. BY ¼ HR. %	16.4	17.2	18.2	18.8	20.4	20.2	20.7	20.4	20.9	20.7	20.5	19.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	62.8	64.1	65.2	67.2	69.2	70.1	71.0	71.6	70.5	70.1	68.8	67.3	65.7	64.7	61.7	59.3
WK. 2	62.4	63.8	64.0	64.8	66.0	68.1	68.9	70.1	70.6	71.0	69.4	68.4	66.5	64.7	62.8	59.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 10, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,750 23.0		17,280 21.2		20,780 25.5		19,720 24.2		19,640 24.1			
Program					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000) & %)					16,540 20.3		15,650 19.2		18,660 22.9		17,770 21.8		15,160 18.6	19.1*		18.0*
SHARE OF AUDIENCE %					31		28		34		33		30	30 *		30 *
AVG. AUD. BY ¼ HR. %					20.0	20.5	18.7	19.7	22.4	23.4	21.5	22.2	19.7	18.5	18.1	18.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,300 20.0		32,030 39.3									
Program					BUGS BUNNYS THNKGVNG DIET (R)		← 10 (OP) →									
AVERAGE AUDIENCE (Households (000) & %)					13,940 17.1		19,480 23.9	21.8*		24.8*		25.6*		24.9*		22.4*
SHARE OF AUDIENCE %					26		37	32 *		36 *		38 *		39 *		38 *
AVG. AUD. BY ¼ HR. %					16.8	17.4	21.1	22.4	25.0	24.7	25.6	25.6	25.5	24.4	24.0	20.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,460 20.2				10,350 12.7				12,230 15.0			
Program					← FATHER MURPHY (OP) →				1ST AMER. ULTRA QUIZ PT.1 (OP)				← FLAMINGO ROAD →			
AVERAGE AUDIENCE (Households (000) & %)					13,370 16.4	16.2*		16.6*	7,660 9.4	9.3*		9.5*	9,940 12.2	11.9*		12.4*
SHARE OF AUDIENCE %					25	25 *		24 *	14	14 *		14 *	20	19 *		21 *
AVG. AUD. BY ¼ HR. %					16.0	16.4	17.2	16.1	9.4	9.2	9.3	9.6	11.6	12.2	12.1	12.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					20,780 25.5		19,230 23.6		23,720 29.1		22,170 27.2		21,110 25.9			
Program					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000) & %)					18,580 22.8		18,010 22.1		21,350 26.2		20,460 25.1		17,690 21.7	21.8*		21.5*
SHARE OF AUDIENCE %					34		32		38		37		37	36 *		39 *
AVG. AUD. BY ¼ HR. %					22.2	23.3	21.7	22.6	25.4	27.1	25.2	25.1	21.6	22.1	22.3	20.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					21,270 26.1										9,050 11.1	
Program					← SKOKIE (OP) →										MIKE WALLACE PROFILE	
AVERAGE AUDIENCE (Households (000) & %)					12,880 15.8	15.2*		15.6*		16.7*		16.7*		14.8*	8,480 10.4	
SHARE OF AUDIENCE %					24	22 *		23 *		24 *		25 *		24 *	19	
AVG. AUD. BY ¼ HR. %					15.3	15.2	15.4	15.8	17.0	16.3	16.6	16.8	15.8	13.9	10.5	10.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,690 21.7				13,610 16.7				14,670 18.0			
Program					← FATHER MURPHY (OP) →				1ST AMER. ULTRA QUIZ PT.2 (SUS-OP)				← FLAMINGO ROAD →			
AVERAGE AUDIENCE (Households (000) & %)					14,260 17.5	16.7*		18.4*	9,620 11.8	11.3*		12.3*	11,490 14.1	14.1*		14.1*
SHARE OF AUDIENCE %					26	25 *		27 *	17	17 *		18 *	24	23 *		26 *
AVG. AUD. BY ¼ HR. %					15.8	17.5	18.5	18.2	11.8	10.8	11.7	13.0	14.1	14.2	14.2	14.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.5	63.2	62.2	63.3	64.7	65.6	67.7	68.2	68.4	68.1	67.2	66.5	64.1	62.7	60.9	58.4
WK. 2	62.2	63.7	64.5	65.2	67.1	68.5	68.8	69.6	68.6	68.1	68.0	67.8	62.1	59.9	56.3	54.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. TUE. NOV. 17, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.11, 1981

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,500 22.7				19,890 24.4				18,010 22.1			
	Program					← GREATEST AMERICAN HERO →				← FALL GUY (OP) →				← DYNASTY →			
	AVERAGE AUDIENCE (Households (000) & %)					14,340 17.6	16.5*		18.7*	15,890 19.5	19.0*		19.9*	15,320 18.8	19.1*		18.5*
	SHARE OF AUDIENCE %					27	25 *		28 *	30	29 *		31 *	32	32 *		33 *
	AVG. AUD. BY ¼ HR. %					16.5	16.5	18.1	19.3	19.2	18.9	19.7	20.1	19.5	18.7	18.6	18.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,320 18.8		15,490 19.0		15,000 18.4				12,470 15.3			
	Program					MR. MERLIN		WKRP IN CINCINNATI (OP)		← NURSE →				← SHANNON →			
	AVERAGE AUDIENCE (Households (000) & %)					13,120 16.1		13,770 16.9		11,570 14.2	13.9*		14.5*	9,780 12.0	12.6*		11.5*
	SHARE OF AUDIENCE %					25		25		22	21 *		22 *	21	21 *		21 *
	AVG. AUD. BY ¼ HR. %					15.6	16.5	17.1	16.6	14.1	13.8	14.2	14.7	13.0	12.2	11.7	11.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,030 25.8				18,340 22.5		15,810 19.4		16,870 20.7			
	Program					← REAL PEOPLE (OP) →				FACTS OF LIFE		LOVE, SIDNEY (SUS-OP)		← QUINCY, M.E. →			
	AVERAGE AUDIENCE (Households (000) & %)					16,460 20.2	19.7*		20.8*	16,380 20.1		14,430 17.7		12,960 15.9	15.9*		15.9*
	SHARE OF AUDIENCE %					31	30 *		31 *	30		27		27	27 *		28 *
	AVG. AUD. BY ¼ HR. %					18.8	20.6	20.5	21.0	19.7	20.6	17.8	17.5	15.7	16.2	15.9	15.8

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,340 22.5				20,540 25.2				21,350 26.2			
	Program					← GREATEST AMERICAN HERO →				← FALL GUY (OP) →				← DYNASTY →			
	AVERAGE AUDIENCE (Households (000) & %)					14,510 17.8	16.7*		18.9*	16,060 19.7	19.1*		20.3*	18,500 22.7	23.0*		22.5*
	SHARE OF AUDIENCE %					28	26 *		29 *	30	29 *		31 *	39	38 *		40 *
	AVG. AUD. BY ¼ HR. %					16.0	17.4	19.0	18.7	19.0	19.2	19.9	20.6	23.1	22.8	22.6	22.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,260 17.5		12,800 15.7		12,800 15.7				8,880 10.9			
	Program					MR. MERLIN		WKRP IN CINCINNATI (OP)		← NURSE →				← SHANNON →			
	AVERAGE AUDIENCE (Households (000) & %)					12,550 15.4		11,410 14.0		10,190 12.5	12.0*		13.1*	6,760 8.3	8.7*		7.9*
	SHARE OF AUDIENCE %					24		21		19	18 *		20 *	14	15 *		14 *
	AVG. AUD. BY ¼ HR. %					15.0	15.8	14.1	13.9	12.0	12.0	13.1	13.1	8.9	8.4	7.9	8.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,540 25.2				19,400 23.8		16,220 19.9		17,280 21.2			
	Program					← REAL PEOPLE (OP) →				FACTS OF LIFE		LOVE, SIDNEY (OP)		← QUINCY, M.E. →			
	AVERAGE AUDIENCE (Households (000) & %)					16,060 19.7	18.8*		20.7*	17,280 21.2		14,590 17.9		14,260 17.5	17.4*		17.7*
	SHARE OF AUDIENCE %					30	30 *		31 *	32		28		30	29 *		31 *
	AVG. AUD. BY ¼ HR. %					18.3	19.4	20.3	21.1	21.1	21.3	18.4	17.4	17.2	17.5	17.9	17.5
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	61.3	62.8	63.7	64.0	64.9	65.8	66.3	67.1	66.0	66.8	65.5	64.5	60.4	59.1	57.2	54.8
	WK. 2	61.7	63.0	62.4	62.3	62.5	64.3	65.2	66.4	66.3	66.1	65.2	64.4	60.6	59.1	57.6	55.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.WED. NOV.18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.12, 1981

WEEK 1

Network	Measure	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))	16,380		15,400		16,870		15,970		17,280			
	TOTAL AUDIENCE (%)	20.1		18.9		20.7		19.6		21.2			
	Program	MORK & MINDY		BEST OF THE WEST		BARNEY MILLER		TAXI (OP)		← 20/20 →			
	AVERAGE AUDIENCE (Households (000))	14,340		13,690		15,320		14,750		12,310			
	AVERAGE AUDIENCE (%)	17.6		16.8		18.8		18.1		15.1	16.1*		14.0*
	SHARE OF AUDIENCE %	27		26		29		28		27	27 *		26 *
	AVG. AUD. BY ¼ HR. %	17.1	18.2	16.6	17.0	18.5	19.2	18.1	18.1	16.6	15.6	14.2	13.8
CBS TV	TOTAL AUDIENCE (Households (000))	21,680				18,340				14,100			
	TOTAL AUDIENCE (%)	26.6				22.5				17.3			
	Program	← MAGNUM, P.I. (OP) →				← KNOTS LANDING →				← JESSICA NOVAK →			
	AVERAGE AUDIENCE (Households (000))	17,520				15,400				11,170			
	AVERAGE AUDIENCE (%)	21.5	20.3*		22.7*	18.9	18.6*		19.2*	13.7	13.7*		13.7*
	SHARE OF AUDIENCE %	33	32 *		35 *	29	28 *		30 *	24	23 *		25 *
	AVG. AUD. BY ¼ HR. %	19.4	21.3	22.8	22.6	18.4	18.8	19.4	18.9	13.8	13.6	13.6	13.7
NBC TV	TOTAL AUDIENCE (Households (000))	12,550		10,600		14,180		13,200		19,150			
	TOTAL AUDIENCE (%)	15.4		13.0		17.4		16.2		23.5			
	Program	HARPER VALLEY		LEWIS AND CLARK (OP)		DIFF'RENT STROKES		GIMME A BREAK (OP)		← HILL STREET BLUES →			
	AVERAGE AUDIENCE (Households (000))	11,250		9,050		13,040		12,140		15,570			
	AVERAGE AUDIENCE (%)	13.8		11.1		16.0		14.9		19.1	18.7*		19.5*
	SHARE OF AUDIENCE %	22		17		24		23		34	32 *		36 *
	AVG. AUD. BY ¼ HR. %	13.5	14.0	10.9	11.3	15.6	16.5	14.6	15.1	18.2	19.2	20.0	18.9

WEEK 2

Network	Measure	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))	16,710		15,650		16,630		15,810		16,300			
	TOTAL AUDIENCE (%)	20.5		19.2		20.4		19.4		20.0			
	Program	MORK & MINDY		BEST OF THE WEST		BARNEY MILLER		TAXI (OP)		← 20/20 →			
	AVERAGE AUDIENCE (Households (000))	14,750		14,020		15,000		14,260		12,230			
	AVERAGE AUDIENCE (%)	18.1		17.2		18.4		17.5		15.0	15.4*		14.6*
	SHARE OF AUDIENCE %	29		28		30		29		27	27 *		27 *
	AVG. AUD. BY ¼ HR. %	17.3	18.9	17.4	17.0	18.3	18.5	17.7	17.3	15.0	15.7	14.9	14.3
CBS TV	TOTAL AUDIENCE (Households (000))	21,350				18,010				14,340			
	TOTAL AUDIENCE (%)	26.2				22.1				17.6			
	Program	← MAGNUM, P.I. (OP) →				← KNOTS LANDING →				← JESSICA NOVAK →			
	AVERAGE AUDIENCE (Households (000))	16,300				14,430				10,510			
	AVERAGE AUDIENCE (%)	20.0	18.3*		21.8*	17.7	16.8*		18.6*	12.9	13.0*		12.8*
	SHARE OF AUDIENCE %	32	30 *		35 *	29	27 *		30 *	24	23 *		24 *
	AVG. AUD. BY ¼ HR. %	18.1	18.5	21.4	22.1	16.8	16.9	18.5	18.8	13.6	12.4	12.7	13.0
NBC TV	TOTAL AUDIENCE (Households (000))	11,330		9,450		15,000		12,960		18,500			
	TOTAL AUDIENCE (%)	13.9		11.6		18.4		15.9		22.7			
	Program	HARPER VALLEY		LEWIS AND CLARK (OP)		DIFF'RENT STROKES		GIMME A BREAK (SUS-OP)		← HILL STREET BLUES →			
	AVERAGE AUDIENCE (Households (000))	10,350		8,480		13,370		11,410		15,320			
	AVERAGE AUDIENCE (%)	12.7		10.4		16.4		14.0		18.8	18.7*		18.9*
	SHARE OF AUDIENCE %	21		17		27		23		34	33 *		36 *
	AVG. AUD. BY ¼ HR. %	12.5	12.8	10.0	10.7	15.7	17.0	14.0	14.1	18.1	19.2	19.3	18.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.1	61.2	61.5	62.1	63.1	65.1	64.6	64.9	64.8	66.1	65.2	64.3	59.8	57.3	55.2	53.9
WK. 2	59.6	60.5	59.2	60.7	61.5	62.0	61.6	62.2	61.5	62.0	61.6	61.2	57.0	56.0	54.5	51.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.THU. NOV.19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 13, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,200 21.1		16,460 20.2				13,610 16.7					
ABC TV program					BENSON		GUINESS BK WORLD RECORDS (OP)				STRIKE FORCE					
AVERAGE AUDIENCE (Households (000) & %)					15,240 18.7		11,000 13.5	15.2*		11.8*	8,800 10.8	9.4*		11.2*		11.7*
SHARE OF AUDIENCE %					32		22	26 *		19 *	18	15 *		19 *		21 *
AVG. AUD. BY ¼ HR. %					17.6	19.9	15.7	14.6	12.7	10.9	9.3	9.5	11.0	11.5	12.0	11.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,830 23.1				20,540 25.2				28,040 34.4			
CBS TV program					INCREDIBLE HULK (OP)				DUKES OF HAZZARD				DALLAS			
AVERAGE AUDIENCE (Households (000) & %)					14,020 17.2	16.0*		18.5*	17,200 21.1	19.7*		22.4*	23,720 29.1	28.9*		29.4*
SHARE OF AUDIENCE %					29	27 *		31 *	35	32 *		37 *	50	48 *		52 *
AVG. AUD. BY ¼ HR. %					15.8	16.2	18.2	18.9	19.1	20.3	21.7	23.1	28.6	29.1	29.7	29.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,530 16.6				20,210 24.8				11,820 14.5			
NBC TV program					NBC MAGAZINE (OP)				MORE TV CENSORED BLOOPERS (SUS-OP)				IT'S ONLY HUMAN			
AVERAGE AUDIENCE (Households (000) & %)					9,290 11.4	11.3*		11.6*	15,570 19.1	17.9*		20.4*	8,880 10.9	11.9*		9.9*
SHARE OF AUDIENCE %					19	19 *		19 *	31	29 *		33 *	19	20 *		17 *
AVG. AUD. BY ¼ HR. %					11.7	10.9	11.2	12.0	16.7	19.1	20.7	20.0	12.7	11.2	10.3	9.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,970 24.5								9,290 11.4			
ABC TV program					BATTLE-NETWORK STARS (OP)								STRIKE FORCE			
AVERAGE AUDIENCE (Households (000) & %)					12,880 15.8	14.3*		15.6*		16.7*		16.6*	7,090 8.7	8.8*		8.6*
SHARE OF AUDIENCE %					26	24 *		26 *		28 *		27 *	15	15 *		15 *
AVG. AUD. BY ¼ HR. %					13.8	14.9	15.2	16.0	16.8	16.6	16.9	16.2	9.3	8.3	8.5	8.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					23,880 29.3								27,950 34.3			
CBS TV program					DUKES OF HAZZARD (OP)								DALLAS			
AVERAGE AUDIENCE (Households (000) & %)					16,380 20.1	18.4*		19.9*		20.3*		21.6*	23,960 29.4	29.4*		29.3*
SHARE OF AUDIENCE %					33	31 *		33 *		34 *		35 *	51	50 *		51 *
AVG. AUD. BY ¼ HR. %					17.8	19.1	19.8	20.0	20.2	20.4	20.9	22.2	28.7	30.1	30.0	28.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,770 16.9				16,870 20.7							
NBC TV program					NBC MAGAZINE (OP)				MCCLAIN'S LAW (OP)							
AVERAGE AUDIENCE (Households (000) & %)					10,110 12.4	12.5*		12.4*	10,680 13.1	13.4*		13.5*		13.3*		12.2*
SHARE OF AUDIENCE %					21	21 *		21 *	22	22 *		22 *		22 *		21 *
AVG. AUD. BY ¼ HR. %					12.9	12.1	12.7	12.1	13.1	13.6	13.7	13.3	13.4	13.1	12.6	11.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	53.9	54.4	54.9	56.8	58.6	59.7	59.3	59.7	60.3	61.1	61.0	61.4	60.4	59.3	57.8	55.9
WK. 2	56.1	57.3	56.4	56.6	57.6	59.4	60.3	60.3	60.3	60.6	61.0	61.0	59.5	59.1	57.7	56.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. FRI. NOV. 20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 14, 1981

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						10,430 12.8		10,920 13.4		21,920 26.9				20,130 24.7			
ABC TV program		NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST→				MAGGIE		MAKING A LIVING (OP)		← LOVE BOAT (OP) →				← FANTASY ISLAND →			
AVERAGE AUDIENCE (Households (000) & %)						8,880 10.9		9,290 11.4		17,770 21.8	20.3*		23.3*	16,140 19.8	19.9*		19.7*
SHARE OF AUDIENCE	%					18		18		36	33 *		39 *	37	36 *		38 *
AVG. AUD. BY ¼ HR.	%	<<				10.7	11.2	10.8	12.0	19.2	21.4	23.2	23.4	19.5	20.3	19.9	19.6
CBS TV TOTAL AUDIENCE (Households (000) & %)						18,990 23.3				20,860 25.6							
CBS TV program						← WALT DISNEY → MICKEY AND THE BEANSTALK DUMBO, PART 1(OP)				← CBS SAT. NIGHT MOVIE → HIGH ANXIETY							
AVERAGE AUDIENCE (Households (000) & %)						15,000 18.4	17.7*		19.0*	12,230 15.0	15.8*		14.5*		15.4*		14.4*
SHARE OF AUDIENCE	%					30	29 *		31 *	26	26 *		24 *		28 *		28 *
AVG. AUD. BY ¼ HR.	%					17.3	18.1	18.9	19.1	16.6	15.0	14.6	14.3	15.8	15.0	14.6	14.1
NBC TV TOTAL AUDIENCE (Households (000) & %)						19,150 23.5				14,340 17.6				10,350 12.7			
NBC TV program						← BARBARA MANDRELL (OP) →				← NASHVILLE PALACE (OP) →				← FITZ AND BONES →			
AVERAGE AUDIENCE (Households (000) & %)						14,510 17.8	17.5*		18.1*	10,680 13.1	13.6*		12.7*	7,660 9.4	9.4*		9.4*
SHARE OF AUDIENCE	%					29	29 *		29 *	22	22 *		21 *	18	17 *		18 *
AVG. AUD. BY ¼ HR.	%					17.3	17.7	18.5	17.8	13.7	13.4	12.7	12.7	9.6	9.2	9.5	9.4

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						25,270 31.0								17,120 21.0			
ABC TV program		(1)				← LOVE BOAT (OP) →								← FANTASY ISLAND →			
AVERAGE AUDIENCE (Households (000) & %)						16,060 19.7	16.5*		19.0*		21.7*		21.7*	13,940 17.1	16.8*		17.4*
SHARE OF AUDIENCE	%					32	27 *		31 *		34 *		35 *	31	30 *		32 *
AVG. AUD. BY ¼ HR.	%	16.6				15.4	17.6	18.6	19.3	21.4	22.0	22.0	21.4	16.8	16.9	17.3	17.5
CBS TV TOTAL AUDIENCE (Households (000) & %)						16,790 20.6				20,540 25.2							
CBS TV program						← WALT DISNEY → WORKING FOR PEANUTS DUMBO, PART 2(OP)				← CBS SAT. NIGHT MOVIE → LOVE AT FIRST BITE (R)							
AVERAGE AUDIENCE (Households (000) & %)						13,040 16.0	16.2*		15.7*	13,200 16.2	14.5*		15.9*		17.7*		16.7*
SHARE OF AUDIENCE	%					26	26 *		25 *	27	23 *		25 *		31 *		31 *
AVG. AUD. BY ¼ HR.	%					16.0	16.5	16.1	15.3	14.3	14.8	15.4	16.4	17.6	17.7	17.3	16.1
NBC TV TOTAL AUDIENCE (Households (000) & %)						16,870 20.7				14,340 17.6				11,250 13.8			
NBC TV program						← BARBARA MANDRELL (OP) →				← NASHVILLE PALACE (SUS-OP) →				← NORMA RAE →			
AVERAGE AUDIENCE (Households (000) & %)						12,880 15.8	15.5*		16.1*	10,920 13.4	13.5*		13.2*	8,310 10.2	10.3*		10.2*
SHARE OF AUDIENCE	%					26	25 *		26 *	21	21 *		21 *	18	18 *		19 *
AVG. AUD. BY ¼ HR.	%					15.4	15.6	15.9	16.3	13.9	13.2	13.3	13.2	10.7	9.8	9.9	10.4

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	58.1	59.1	59.0	60.1	60.7	61.0	61.9	62.4	61.1	60.9	60.4	60.0	55.7	54.0	52.3	50.3
	WK. 2	58.0	58.9	59.2	59.9	60.8	61.8	62.3	62.0	63.0	63.4	63.1	62.3	57.5	56.2	55.4	53.7

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL GAME 2,VARIOUS TEAMS AND TIMES,ABC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE. SAT. NOV. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.14, 1981

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,620 6.9															
	ABC TV	ABC WEEKEND REPORT SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	5,300 6.5															
	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	6.5															
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)			9,370 11.5													
	NBC TV			← SATURDAY NIGHT → (11:30-12:44AM) (SUSTAINING 12:44-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			5,130 6.3	7.4*		5.6*										
	SHARE OF AUDIENCE %			21	21 *		20 *										
	AVG. AUD. BY ¼ HR. %			7.6	7.2	5.8	5.5	5.6									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	5,790 7.1															
	ABC TV	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	5,460 6.7															
	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	6.7															
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)			11,080 13.6													
	NBC TV			← SATURDAY NIGHT → (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,110 7.5	8.0*		7.8*		6.4*								
	SHARE OF AUDIENCE %			22	21 *		24 *		23 *								
	AVG. AUD. BY ¼ HR. %			8.3	7.7	8.0	7.5	6.6	5.9								
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	47.4	43.3	37.0	33.5	29.5	27.4	25.6	23.4	21.5	20.5	18.5	16.3	15.1	14.1	12.3	11.4
	WK. 2	49.5	45.4	40.2	36.8	33.9	31.4	28.9	26.8	24.5	23.4	21.1	19.0	16.5	14.6	13.1	11.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SAT. NOV.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		15,000 18.4				28,440 34.9											
Program		CODE RED (OP)				ABC SUNDAY NIGHT MOVIE CLOSE ENCOUNTERS OF THE THIRD KIND(OP)											
AVERAGE AUDIENCE (Households (000) & %)		10,680 13.1	11.6*		14.6*	18,170 22.3	21.3*		23.4*		22.9*		22.0*		22.4*		21.9*
SHARE OF AUDIENCE	%	20	18 *		22 *	34	31 *		34 *		33 *		33 *		35 *		37 *
AVG. AUD. BY ¼ HR.	%	10.4	12.8	13.5	15.6	20.0	22.6	23.5	23.3	23.1	22.7	22.0	22.0	22.4	22.5	22.8	21.0
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			31,050 38.1				19,890 24.4		23,310 28.6		20,950 25.7		22,490 27.6		20,210 24.8		
Program		(1) (+OP)(~)	60 MINUTES (7:18-8:18PM)(+OP)(OP)				ARCHIE BUNKER'S PLACE (8:18-8:48PM)(+OP)(OP)		ONE DAY AT A TIME (8:48-9:18PM)(+OP)(OP)		ALICE (9:18-9:48PM)(+OP)(OP)		JEFFERSONS (9:48-10:18PM)(+OP)(OP)		TRAPPER JOHN, M.D. (10:18-11:18PM)(OP)		
AVERAGE AUDIENCE (Households (000) & %)			22,660 27.8		27.9*		17,690 21.7		19,970 24.5		19,640 24.1		20,210 24.8		16,630 20.4		20.4*
SHARE OF AUDIENCE	%		42		42 *		31		35		35		38		35		34 *
AVG. AUD. BY ¼ HR.	%	21.4	26.8	27.5	28.3	29.2	20.5	22.5	23.0	25.7	23.7	24.4	24.5	25.4	21.2	20.6	20.3
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		16,460 20.2				18,580 22.8				18,750 23.0							
Program		PROJECT PEACOCK				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE NORTH DALLAS FORTY(SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)		11,000 13.5	12.0*		15.1*	14,020 17.2	16.7*		17.8*	11,900 14.6	15.7*		15.0*		14.1*		13.7*
SHARE OF AUDIENCE	%	20	18 *		23 *	25	24 *		26 *	22	23 *		22 *		22 *		23 *
AVG. AUD. BY ¼ HR.	%	11.1	12.9	14.8	15.4	15.5	17.9	17.6	18.0	15.7	15.7	15.4	14.6	14.1	14.1	14.0	13.4
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		13,120 16.1				17,030 20.9				29,910 36.7							
Program		CODE RED				TODAY'S FBI (OP)				ABC SUNDAY NIGHT MOVIE MOONRAKER (9:00-11:33PM) (SUSTAINING 11:33-11:36PM)(OP)							
AVERAGE AUDIENCE (Households (000) & %)		10,020 12.3	11.1*		13.4*	13,280 16.3	15.5*		17.2*	19,720 24.2	21.5*		23.6*		26.3*		26.5*
SHARE OF AUDIENCE	%	19	17 *		20 *	23	22 *		24 *	39	30 *		34 *		41 *		44 *
AVG. AUD. BY ¼ HR.	%	10.4	11.7	12.9	14.0	15.1	15.9	16.5	17.8	20.2	22.9	23.3	23.9	25.7	26.9	26.7	26.2
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		30,240 37.1				29,580 36.3											
Program		60 MINUTES				MARY POPPINS (OP)											
AVERAGE AUDIENCE (Households (000) & %)		23,800 29.2	28.8*		29.7*	16,460 20.2	22.8*		23.1*		21.0*		19.3*		18.0*		17.1*
SHARE OF AUDIENCE	%	44	45 *		44 *	30	32 *		32 *		29 *		28 *		28 *		28 *
AVG. AUD. BY ¼ HR.	%	27.8	29.8	29.5	29.9	23.3	22.3	23.2	23.0	21.8	20.3	19.6	18.9	17.9	18.0	17.9	16.3
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		15,400 18.9				29,910 36.7								15,970 19.6			
Program		CHIPS (OP)				BOB HOPE-NFL'S 60TH YEAR (OP)								SINATRA,MAN AND HIS MUSIC			
AVERAGE AUDIENCE (Households (000) & %)		11,170 13.7	12.4*		15.0*	18,660 22.9	23.0*		24.9*		22.6*		21.3*	11,650 14.3	15.9*		12.8*
SHARE OF AUDIENCE	%	21	19 *		22 *	32	33 *		34 *		32 *		31 *	23	25 *		21 *
AVG. AUD. BY ¼ HR.	%	11.9	13.0	14.3	15.8	21.5	24.6	25.2	24.5	22.9	22.4	21.7	20.9	17.0	14.7	13.3	12.2
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	64.9	65.2	66.1	67.4	68.9	68.1	68.9	69.4	69.2	68.6	68.0	66.4	64.9	62.1	61.3	58.8
	WK. 2	63.1	64.8	66.8	68.2	69.7	70.8	72.1	72.4	71.7	71.0	69.4	67.8	64.3	62.8	61.6	59.0

U.S. TV Households: 81,500,000

(1)CBS NFL FTBL GM 2,VARIOUS TEAMS AND TIMES,CBS,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.15, 1981

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	4,320 5.3															
	Program	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	4,320 5.3															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	5.3															
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)		5,380 6.6														
	Program	(1) (→OP)	CBS SUNDAY NEWS-OSGOOD (11:18-11:33PM) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)		5,050 6.2														
	SHARE OF AUDIENCE %		15														
	AVG. AUD. BY ¼ HR. %	20.4	6.4	5.6													
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)			2,530 3.1													
	Program			← NBC LATE NIGHT MOVIE → THE MONKEY MISSION (R) (11:30-12:16AM) (SUSTAINING 12:16-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)			1,550 1.9	1.9*												
	SHARE OF AUDIENCE %			7	6 *												
	AVG. AUD. BY ¼ HR. %			1.9	1.8	1.9	1.9										
WEEK 2	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)			3,020 3.7													
	Program		(2)	ABC WEEKEND REPORT-SUN. (11:38-11:53PM)													
	AVERAGE AUDIENCE (Households (000) & %)		23.6*	3,020 3.7													
	SHARE OF AUDIENCE %		46 *	11													
	AVG. AUD. BY ¼ HR. %	23.9	23.2	3.9	3.5												
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	5,220 6.4															
	Program	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	4,970 6.1															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	6.1															
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)			1,470 1.8													
	Program			NBC LATE NIGHT MOVIE THE MILLION DOLLAR FACE (R) (11:30-12:08AM) (SUSTAINING 12:08-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)			1,060 1.3	1.3*												
	SHARE OF AUDIENCE %			4	4 *												
	AVG. AUD. BY ¼ HR. %			1.3	1.3	1.3											
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	49.8	42.6	34.3	29.2	23.9	20.8	17.9	16.0	14.3	12.4	10.5	8.9	7.4	6.3	5.1	4.5
	WK. 2	53.6	49.6	38.7	31.2	26.3	23.6	20.8	17.6	15.1	13.1	11.3	9.6	8.3	6.9	5.6	5.1

U.S. TV Households: 81,500,000

(1)TRAPPER JOHN, M.D.,CBS,(10:18-11:18PM)

(2)ABC SUNDAY NIGHT MOVIE,MOONRAKER,ABC,(9:00-11:33PM)(SUSTAINING 11:33-11:38PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.9-13, 1981

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,890 6.0				5,300 6.5									
	Program	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)				(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)			3,910 4.8				4,240 5.2									
	SHARE OF AUDIENCE %			28				26									
	AVG. AUD. BY ¼ HR. %			4.9	4.8			5.2	5.3								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,300 1.6		3,910 4.8										3,340 4.1		4,650 5.7	
	Program	WAKE UP (MTUWF)(OP)		← MORNING-KURALT & SAWYER → (MTUWF)(OP)						(S)(OP)				ONE DAY AT A TIME-M-F (MTUWF)>(S)(OP) (SUS-OP)		ALICE-M-F >(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	980 1.2		1,960 2.4	2.3*		2.4*		2.4*					2,850 3.5		4,080 5.0	
	SHARE OF AUDIENCE %	8		13	13 *		13 *		12 *					17		24	
	AVG. AUD. BY ¼ HR. %	1.2	1.2	2.1	2.4	2.3	2.4	2.3	2.4					3.3	3.6	4.7	5.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,650 5.7				4,970 6.1						2,450 3.0		3,500 4.3	
	Program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING) (SUS-OP)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING) (SUS-OP)		(S)(OP)				LAS VEGAS GAMBIT (MTUWF)(S)(OP)		BLOCKBUSTERS (MTUWF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,590 4.4				4,160 5.1						2,040 2.5		3,020 3.7	
	SHARE OF AUDIENCE %			25				25						12		18	
	AVG. AUD. BY ¼ HR. %			4.3	4.6			5.2	5.1					2.6	2.5	3.5	3.8

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,620 6.9				5,050 6.2									
	Program	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)						(SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)			4,400 5.4				4,240 5.2									
	SHARE OF AUDIENCE %			30				26									
	AVG. AUD. BY ¼ HR. %			5.2	5.6			5.3	5.1								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,550 1.9		3,990 4.9										2,930 3.6		4,400 5.4	
	Program	WAKE UP		← MORNING-KURALT & SAWYER →										ONE DAY AT A TIME-M-F (MTUTHF)		ALICE-M-F (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,140 1.4		1,870 2.3	2.3*		2.3*		2.2*					2,450 3.0		3,670 4.5	
	SHARE OF AUDIENCE %	10		12	13 *		12 *		11 *					16		23	
	AVG. AUD. BY ¼ HR. %	1.3	1.6	2.2	2.5	2.3	2.3	2.1	2.3					2.8	3.2	4.3	4.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,890 6.0				5,050 6.2						2,200 2.7		3,180 3.9	
	Program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						LAS VEGAS GAMBIT (MTUTHF)(SUS-OP)		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)			3,830 4.7				4,320 5.3						1,960 2.4		2,770 3.4	
	SHARE OF AUDIENCE %			26				27						13		18	
	AVG. AUD. BY ¼ HR. %			4.7	4.7			5.4	5.2					2.4	2.5	3.3	3.4

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	10.2	12.6	15.1	16.5	18.0	19.1	20.0	20.5	20.5	21.1	21.6	22.1	22.3	21.8	21.4	21.1
	WK. 2	9.7	12.3	14.8	16.5	17.7	18.7	19.1	19.5	20.2	20.2	19.6	19.4	18.9	19.0	19.0	19.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. NOV. 9-13, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	6,760				6,600		7,010		11,000				11,080			
	TOTAL AUDIENCE (%)	8.3				8.1		8.6		13.5				13.6			
	Program	← LOVE BOAT DAYTIME → (MTUWF)(S)(OP)				FAMILY FEUD		RYAN'S HOPE >(SUS-OP)		← ALL MY CHILDREN → >(S)(OP)(OP)				← ONE LIFE TO LIVE → >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000))	4,890				5,380		5,950		8,800				8,720			
	AVERAGE AUDIENCE (%)	6.0	5.5*		6.5*	6.6		7.3		10.8	10.4*		11.2*	10.7			
	SHARE OF AUDIENCE %	27	26 *		29 *	26		28		38	36 *		39 *	38			
	AVG. AUD. BY ¼ HR. %	5.3	5.7	6.3	6.8	6.3	6.9	7.2	7.4	10.1	10.5	11.1	11.3	10.2			
CBS TV	TOTAL AUDIENCE (Households (000))	5,540		6,930				8,070				7,090				6,110	
	TOTAL AUDIENCE (%)	6.8		8.5				9.9				8.7				7.5	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS → >(SUS-OP)				← AS THE WORLD TURNS → >(S)(OP)(MTUWF)(SUS-OP)				SEARCH FOR TOMORROW (MWTHF)(OP) (SUS-OP)	
	AVERAGE AUDIENCE (Households (000))	4,560		5,950				6,110				5,710				5,220	
	AVERAGE AUDIENCE (%)	5.6		7.3				7.5	7.4*		7.6*	7.0				6.4	
	SHARE OF AUDIENCE %	26		32				29	29 *		28 *	25				23	
	AVG. AUD. BY ¼ HR. %	5.2	6.0	6.9	7.6			7.2	7.4	7.5	7.6	6.7				6.4	6.5
NBC TV	TOTAL AUDIENCE (Households (000))	4,560		3,500		2,610		3,020		5,380				4,320			
	TOTAL AUDIENCE (%)	5.6		4.3		3.2		3.7		6.6				5.3			
	Program	WHEEL OF FORTUNE (MTUWF) (S)(OP)		BATTLESTARS (MTUWF) (S)(OP)		PASSWORD PLUS		DOCTORS		← DAYS OF OUR LIVES → >(SUS-OP)				← ANOTHER WORLD → (SUS-OP)>			
	AVERAGE AUDIENCE (Households (000))	3,830		3,020		2,200		2,450		3,830				3,420			
	AVERAGE AUDIENCE (%)	4.7		3.7		2.7		3.0		4.7	4.6*		4.8*	4.2			
	SHARE OF AUDIENCE %	22		16		11		12		16	16 *		17 *	15			
	AVG. AUD. BY ¼ HR. %	4.6	4.8	3.7	3.7	2.6	2.8	2.9	3.0	4.6	4.6	4.7	4.8	4.2			

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	6,280				6,030		6,520		10,270				10,680			
	TOTAL AUDIENCE (%)	7.7				7.4		8.0		12.6				13.1			
	Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN → (OP)				← ONE LIFE TO LIVE → (SUS-OP)			
	AVERAGE AUDIENCE (Households (000))	4,400				4,970		5,540		7,910				7,990			
	AVERAGE AUDIENCE (%)	5.4	5.0*		5.9*	6.1		6.8		9.7	9.2*		10.2*	9.8	9.4*		10.2*
	SHARE OF AUDIENCE %	26	24 *		27 *	25		27		36	34 *		37 *	36	35 *		37 *
	AVG. AUD. BY ¼ HR. %	4.8	5.1	5.7	6.2	5.8	6.4	6.7	6.8	8.9	9.4	10.0	10.3	9.4	9.4	9.9	10.5
CBS TV	TOTAL AUDIENCE (Households (000))	5,790		6,850				7,910				7,250				5,790	
	TOTAL AUDIENCE (%)	7.1		8.4				9.7				8.9				7.1	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000))	5,050		6,030				5,870				5,540				5,050	
	AVERAGE AUDIENCE (%)	6.2		7.4				7.2	7.0*		7.4*	6.8	6.5*		7.2*	6.2	
	SHARE OF AUDIENCE %	30		34				29	29 *		29 *	25	24 *		27 *	23	
	AVG. AUD. BY ¼ HR. %	5.9	6.5	7.3	7.5			6.9	7.2	7.3	7.6	6.5	6.6	7.1	7.2	6.1	6.4
NBC TV	TOTAL AUDIENCE (Households (000))	3,990		3,180		2,690		2,850		5,460				4,730			
	TOTAL AUDIENCE (%)	4.9		3.9		3.3		3.5		6.7				5.8			
	Program	WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
	AVERAGE AUDIENCE (Households (000))	3,500		2,850		2,280		2,450		4,080				3,590			
	AVERAGE AUDIENCE (%)	4.3		3.5		2.8		3.0		5.0	4.7*		5.2*	4.4	4.5*		4.3*
	SHARE OF AUDIENCE %	21		16		11		12		18	17 *		19 *	16	17 *		16 *
	AVG. AUD. BY ¼ HR. %	4.3	4.4	3.4	3.6	2.8	2.9	2.8	3.1	4.6	4.7	5.1	5.3	4.5	4.4	4.3	4.3

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	21.6	22.6	22.9	24.3	26.0	27.1	26.4	26.9	27.9	28.4	28.1	28.2	27.9	28.3	28.2	29.4
WK. 2	20.3	21.0	21.4	22.5	24.3	25.8	25.4	26.0	26.6	27.5	27.1	27.2	27.0	27.4	27.4	28.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.–FRI. NOV. 16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.9-13, 1981

WEEK 1

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000))	13,280				4,480										12,390	
	TOTAL AUDIENCE (%)	16.3				5.5										15.2	
	Program	GENERAL HOSPITAL >(-OP)(OP) (SUS-OP)				EDGE OF NIGHT (MTUWF)(SUS-OP)										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000))	10,430				3,830										10,920	
	AVERAGE AUDIENCE (%)	12.8				4.7										13.4	
	SHARE OF AUDIENCE %	41				15										23	
	AVG. AUD. BY ¼ HR. %	12.4				4.9	4.5									13.1	13.7
CBS TV	TOTAL AUDIENCE (Households (000))	8,070				2,690										12,390	
	TOTAL AUDIENCE (%)	9.9				3.3										15.2	
	Program	GUIDING LIGHT (OP)				UP TO THE MINUTE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000))	6,440				2,280										11,000	
	AVERAGE AUDIENCE (%)	7.9	7.6*		8.1*	2.8										13.5	
	SHARE OF AUDIENCE %	25	25 *		25 *	9										23	
	AVG. AUD. BY ¼ HR. %	7.5	7.7	8.1	8.1	2.8	2.7									13.4	13.7
NBC TV	TOTAL AUDIENCE (Households (000))	3,500														12,470	
	TOTAL AUDIENCE (%)	4.3														15.3	
	Program	TEXAS														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000))	2,530														11,000	
	AVERAGE AUDIENCE (%)	3.1	2.9*		3.2*											13.5	
	SHARE OF AUDIENCE %	10	10 *		10 *											23	
	AVG. AUD. BY ¼ HR. %	2.8	2.9	3.0	3.4											13.3	13.7

WEEK 2

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000))	13,940				4,890										12,230	
	TOTAL AUDIENCE (%)	17.1				6.0										15.0	
	Program	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000))	11,250				4,240										10,840	
	AVERAGE AUDIENCE (%)	13.8	13.4*		14.2*	5.2										13.3	
	SHARE OF AUDIENCE %	43	44 *		42 *	16										23	
	AVG. AUD. BY ¼ HR. %	12.7	14.0	14.4	14.0	5.4	4.9									13.1	13.6
CBS TV	TOTAL AUDIENCE (Households (000))	7,740				2,850										12,630	
	TOTAL AUDIENCE (%)	9.5				3.5										15.5	
	Program	GUIDING LIGHT (OP)				UP TO THE MINUTE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000))	6,440				2,280										11,330	
	AVERAGE AUDIENCE (%)	7.9	7.7*		8.0*	2.8										13.9	
	SHARE OF AUDIENCE %	25	25 *		24 *	9										24	
	AVG. AUD. BY ¼ HR. %	7.6	7.8	8.0	8.0	2.8	2.9									13.8	13.9
NBC TV	TOTAL AUDIENCE (Households (000))	3,750														11,740	
	TOTAL AUDIENCE (%)	4.6														14.4	
	Program	TEXAS														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000))	2,850														10,430	
	AVERAGE AUDIENCE (%)	3.5	3.3*		3.6*											12.8	
	SHARE OF AUDIENCE %	11	11 *		11 *											22	
	AVG. AUD. BY ¼ HR. %	3.3	3.4	3.6	3.7											12.6	13.0

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	29.9	31.0	32.4	33.7	32.4	33.7	35.4	37.4	39.7	42.3	45.1	48.7	52.8	55.3	57.0	58.7
	WK. 2	30.1	32.2	33.4	34.4	32.2	33.8	35.4	37.7	40.2	42.9	45.7	49.1	53.3	56.3	57.3	58.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:30	8:00	8:30	9:00	9:30	10:00	10:30
ABC TV							
TOTAL AUDIENCE (Households (000) & %)		3,750 4.6	4,240 5.2	4,560 5.6	5,870 7.2	5,710 7.0	6,850 8.4
Program		SUPERFRIENDS (OP)	HEATHCLIFF & MARMADUKE	FONZ AND HAPPY DAYS GANG	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)
AVERAGE AUDIENCE (Households (000) & %)		3,100 3.8	3,260 4.0	3,830 4.7	5,050 6.2	4,810 5.9	5,380 6.6
SHARE OF AUDIENCE %		20	18	22	26	25	28
AVG. AUD. BY ¼ HR. %		3.5 4.1	4.1 3.9	4.5 4.9	5.9 6.4	5.6 6.1	6.9 6.2
CBS TV							
TOTAL AUDIENCE (Households (000) & %)		2,690 3.3	2,690 3.3	4,890 6.0	6,520 8.0	7,500 9.2	5,790 7.1
Program		KWICKY KOALA SHOW (OP)	TROLLKINS (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3	POPEYE/OLIVE COMEDY SHOW (OP)
AVERAGE AUDIENCE (Households (000) & %)		1,870 2.3	2,120 2.6	3,750 4.6	5,540 6.8	6,360 7.8	5,300 6.5
SHARE OF AUDIENCE %		16	14	20	28	32	26
AVG. AUD. BY ¼ HR. %		2.0 2.6	2.5 2.8	4.1 5.1	6.6 7.1	7.6 8.0	6.4 6.5
NBC TV							
TOTAL AUDIENCE (Households (000) & %)		3,420 4.2	6,680 8.2	7,910 9.7	6,190 7.6	6,280 7.7	5,540 6.8
Program	FLINTSTONE'S COMEDY SHW 1 (SUS)	FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I	SMURFS II (OP)	KID SUPER POWER I	KID SUPER POWER II (OP)	SPACE STARS I
AVERAGE AUDIENCE (Households (000) & %)		2,770 3.4	5,300 6.5	7,010 8.6	5,380 6.6	5,130 6.3	4,560 5.6
SHARE OF AUDIENCE %		24	37	40	28	25	22
AVG. AUD. BY ¼ HR. %		3.2 3.6	5.8 7.3	8.4 8.8	6.7 6.4	6.5 6.1	5.4 5.8

WEEK 2

TIME	7:30	8:00	8:30	9:00	9:30	10:00	10:30
ABC TV							
TOTAL AUDIENCE (Households (000) & %)		3,500 4.3	2,850 3.5	4,480 5.5	6,930 8.5	7,340 9.0	7,340 9.0
Program		SUPERFRIENDS (OP)	HEATHCLIFF & MARMADUKE	FONZ AND HAPPY DAYS GANG	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)
AVERAGE AUDIENCE (Households (000) & %)		2,530 3.1	2,530 3.1	3,420 4.2	5,870 7.2	6,280 7.7	6,280 7.7
SHARE OF AUDIENCE %		17	16	20	29	33	32
AVG. AUD. BY ¼ HR. %		3.0 3.2	3.1 3.0	3.8 4.7	6.5 7.8	7.5 7.9	7.9 7.5
CBS TV							
TOTAL AUDIENCE (Households (000) & %)		2,930 3.6	3,670 4.5	5,220 6.4	8,310 10.2	8,310 10.2	6,190 7.6
Program		KWICKY KOALA SHOW (OP)	TROLLKINS (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3	POPEYE/OLIVE COMEDY SHOW (OP)
AVERAGE AUDIENCE (Households (000) & %)		2,120 2.6	2,850 3.5	4,400 5.4	6,930 8.5	6,850 8.4	5,220 6.4
SHARE OF AUDIENCE %		19	19	25	33	32	24
AVG. AUD. BY ¼ HR. %		2.1 3.1	3.3 3.7	5.0 5.8	7.6 9.3	8.7 8.2	6.6 6.2
NBC TV							
TOTAL AUDIENCE (Households (000) & %)		3,020 3.7	5,620 6.9	7,090 8.7	4,560 5.6	4,400 5.4	5,130 6.3
Program	FLINTSTONE'S COMEDY SHW 1 (SUS)	FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I	SMURFS II (OP)	KID SUPER POWER I	KID SUPER POWER II (OP)	SPIDER-MAN & FRIENDS
AVERAGE AUDIENCE (Households (000) & %)		2,610 3.2	4,650 5.7	5,950 7.3	3,750 4.6	3,500 4.3	4,320 5.3
SHARE OF AUDIENCE %		27	34	35	19	17	21
AVG. AUD. BY ¼ HR. %		2.9 3.6	5.4 6.0	7.3 7.3	5.1 4.2	4.4 4.2	4.9 5.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	6.6	8.0	9.5	11.1	13.7	15.7	17.2	19.4	21.9	23.2	23.9	24.0	24.2	24.9	24.9	24.6
WK. 2	4.7	5.9	7.7	9.4	12.0	14.7	17.3	18.6	20.6	22.5	24.6	26.5	26.7	26.0	26.3	27.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.14, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,480		4,560		6,850	21,110										
		5.5		5.6		8.4	25.9										
Program		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1) (→OP)	(OP)	← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (OP)(SUS-OP) MULTI-SEGMENT TELECAST →									
AVERAGE AUDIENCE (Households (000) & %)		3,500		3,990		5,460	9,700										
		4.3		4.9		6.7	11.9		9.2*		11.4*		12.5*		11.8*		12.8*
SHARE OF AUDIENCE	%	15		16		25	37		33 *		39 *		41 *		38 *		38 *
AVG. AUD. BY ¼ HR.	%	4.0	4.6	4.6	5.1	6.6	7.9	8.7	9.7	11.3	11.6	12.2	12.9	12.0	11.6	12.3	13.3
CBS TV TOTAL AUDIENCE (Households (000) & %)		6,520		4,400		4,970		4,890		5,460		2,770					
		8.0		5.4		6.1		6.0		6.7		3.4					
Program		BLACKSTAR (OP)		TARZAN/L.RANGER/ ZORRO HR1 (OP)		TARZAN/L.RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)		5,130		4,080		4,160		3,990		4,320		2,200					
		6.3		5.0		5.1		4.9		5.3		2.7					
SHARE OF AUDIENCE	%	24		17		18		17		17		9					
AVG. AUD. BY ¼ HR.	%	6.4	6.2	5.1	4.8	5.3	5.0	4.8	5.1	5.2	5.4	3.0	2.5				
NBC TV TOTAL AUDIENCE (Households (000) & %)		5,790		5,540		4,810		3,260									
		7.1		6.8		5.9		4.0									
Program		SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE									
AVERAGE AUDIENCE (Households (000) & %)		4,730		4,730		3,910		2,360									
		5.8		5.8		4.8		2.9									
SHARE OF AUDIENCE	%	23		22		18		10									
AVG. AUD. BY ¼ HR.	%	5.9	5.8	5.9	5.7	4.8	4.8	3.1	2.7								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		5,790		5,300		5,790	23,230										
		7.1		6.5		7.1	28.5										
Program		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1)	← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST →(OP)										
AVERAGE AUDIENCE (Households (000) & %)		4,970		4,160		5,300	11,250										
		6.1		5.1		6.5	13.8		11.0*		13.3*		13.3*		15.0*		16.7*
SHARE OF AUDIENCE	%	21		16		23	40		36 *		41 *		39 *		42 *		44 *
AVG. AUD. BY ¼ HR.	%	6.2	6.0	5.2	5.1	6.6	8.0	10.2	11.8	13.0	13.5	13.4	13.1	14.3	15.5	16.2	17.3
CBS TV TOTAL AUDIENCE (Households (000) & %)		6,850		5,710		5,710		5,380		5,540		4,480					
		8.4		7.0		7.0		6.6		6.8		5.5					
Program		BLACKSTAR (OP)		TARZAN/L.RANGER/ ZORRO HR1 (OP)		TARZAN/L.RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)		5,790		4,890		4,730		4,480		4,240		3,420					
		7.1		6.0		5.8		5.5		5.2		4.2					
SHARE OF AUDIENCE	%	26		21		20		18		16		12					
AVG. AUD. BY ¼ HR.	%	7.0	7.1	6.1	5.9	5.9	5.7	5.2	5.7	4.9	5.5	4.3	4.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)		4,730		5,710		5,710		3,500									
		5.8		7.0		7.0		4.3									
Program		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE									
AVERAGE AUDIENCE (Households (000) & %)		3,990		4,650		4,650		2,850									
		4.9		5.7		5.7		3.5									
SHARE OF AUDIENCE	%	18		20		20		11									
AVG. AUD. BY ¼ HR.	%	4.7	5.1	5.8	5.5	5.7	5.8	3.6	3.3								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	25.6	27.0	26.8	27.5	27.9	28.8	29.4	30.2	31.5	32.6	32.7	32.7	32.3	32.4	33.6	35.3
	WK. 2	26.7	27.8	28.4	28.8	29.1	29.4	30.7	31.9	32.3	34.0	33.7	35.3	36.4	37.8	39.0	40.4

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL PRE GAME,ABC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 14, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	(000)				21,190												
	%				26.0												
Program		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST ~ (→OP)				NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST ~ (OP)(S)(OP)											
AVERAGE AUDIENCE (Households (000) & %)	(000)				9,780												
	%		13.4*		12.0				11.1*		11.8*		12.0*		13.3*		
SHARE OF AUDIENCE	%		37 *		27				25 *		27 *		27 *		27 *		
AVG. AUD. BY ¼ HR.	%	13.3	13.6	12.7	11.6	10.4		11.2	11.0	11.5	12.4	12.1	11.9	13.2	13.6	13.3	2.9
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	(000)	11,980						11,570								11,000	
	%	14.7						14.2								13.5	
Program		CBS NEWS SPC. RPT-3PM						CBS SPORTS SATURDAY								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)	(000)	6,110						5,710								9,450	
	%	7.5	5.3*		7.0*		10.1*	7.0	7.2*		8.4*		5.4*			11.6	
SHARE OF AUDIENCE	%	19	14 *		18 *		24 *	16	17 *		19 *		12 *			21	
AVG. AUD. BY ¼ HR.	%	4.9	5.6	6.7	7.3	9.2	11.0	6.9	7.5	8.7	8.0	5.4	5.5			11.2	12.1
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	(000)	16,710								10,020						10,270	
	%	20.5								12.3						12.6	
Program		COLUMBIA II LANDING (3:00-5:09PM)(→OP)								SPORTSWORLD-SAT (5:09-6:00PM)(OP)						NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	(000)	6,600								6,280						8,800	
	%	8.1	5.0*		6.2*		9.3*		11.1*	7.7	6.4*		8.7*			10.8	
SHARE OF AUDIENCE	%	20	14 *		16 *		22 *		25 *	18	15 *		20 *			20	
AVG. AUD. BY ¼ HR.	%	5.0	5.0	5.8	6.6	8.4	10.2	11.2	11.0	6.1	6.5	8.7	8.6			10.5	11.2
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	(000)		13,530	26,980													
	%		16.6	33.1													
Program			(1) (→OP)	(2) (→OP) (OP)	NCAA FOOTBALL GAME 2 UCLA VS USC (3:42-7:13PM)(OP)												
AVERAGE AUDIENCE (Households (000) & %)	(000)		11,980	12,630													
	%		14.7	15.5			15.7*		15.1*		16.0*		15.6*		15.7*		15.1*
SHARE OF AUDIENCE	%		38	33			38 *		35 *		35 *		33 *		31 *		29 *
AVG. AUD. BY ¼ HR.	%	17.4	15.2	13.7	14.0	15.4	15.9	15.5	14.6	16.0	16.1	15.3	15.9	16.2	15.2	14.5	15.7
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	(000)							11,980								9,860	
	%							14.7								12.1	
Program								CBS SPORTS SATURDAY								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)	(000)							6,030								8,720	
	%							7.4	7.9*		7.7*		6.6*			10.7	
SHARE OF AUDIENCE	%							16	18 *		17 *		14 *			19	
AVG. AUD. BY ¼ HR.	%							7.6	8.2	8.2	7.2	6.7	6.5			10.2	11.2
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	(000)					9,370										8,150	
	%					11.5										10.0	
Program						SPORTSWORLD-SAT										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	(000)					3,830										7,090	
	%					4.7	4.1*		4.8*		5.3*					8.7	
SHARE OF AUDIENCE	%					11	10 *		11 *		12 *					16	
AVG. AUD. BY ¼ HR.	%					3.7	4.6	4.6	4.9	5.0	5.5					8.7	8.7
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	36.0	36.8	38.3	39.8	41.1	44.7	44.6	44.7	45.5	45.2	46.1	48.0	51.4	53.9	54.2	56.4
	WK. 2	41.0	40.1	40.3	41.0	42.2	43.6	43.8	44.3	45.8	46.7	47.5	49.5	52.0	53.3	54.8	56.6

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL GAME,ABC,MULTI-SEGMENT TELECAST (2)NCAA FOOTBALL POST GAME,ABC,(3:22-3:42PM)

For explanation of symbols, See page A

DAY SAT. NOV.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.15, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,850 3.5	
Program															KIDS ARE PEOPLE TOO !	
AVERAGE AUDIENCE (Households (000) & %)															2,200 2.7	
SHARE OF AUDIENCE %															11	
AVG. AUD. BY ¼ HR. %															2.5	3.0
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,500 9.2							
Program					MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)		DRAK PACK (SUS)(SUS-OP)		← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									4,560 5.6	4.5*		6.1*		6.1*		
SHARE OF AUDIENCE %									26	23 *		28 *		26 *		
AVG. AUD. BY ¼ HR. %									4.0	5.0	6.2	6.1	6.2	5.9		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,850 3.5	
Program															KIDS ARE PEOPLE TOO ! (10:30-11:06AM)	
AVERAGE AUDIENCE (Households (000) & %)															2,040 2.5	2.5*
SHARE OF AUDIENCE %															10	10 *
AVG. AUD. BY ¼ HR. %															2.3	2.7
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,250 8.9							
Program					MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)		DRAK PACK (SUS)(SUS-OP)		← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									4,080 5.0	4.0*		5.4*		5.6*		
SHARE OF AUDIENCE %									24	24 *		25 *		24 *		
AVG. AUD. BY ¼ HR. %									3.5	4.6	5.4	5.3	5.6	5.7		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	4.9	5.7	6.9	8.1	10.1	11.9	14.5	16.6	19.3	21.1	21.6	22.4	23.4	24.0	23.5	23.6
WK. 2	4.6	6.1	7.4	8.2	10.0	12.0	13.4	14.8	16.8	19.8	21.6	23.3	24.4	25.6	25.1	25.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. NOV.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.15, 1981

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,180 3.9		4,650 5.7				1,790 2.2									
	Program	KIDS ARE PEOPLE TOO II (OP)		← THIS WEEK-DAVID BRINKLEY →				COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)	2,530 3.1		2,850 3.5	3.5*		3.6*	1,550 1.9									
	SHARE OF AUDIENCE %	12		12	13 *		12 *	6									
	AVG. AUD. BY ¼ HR. %	2.9	3.3	3.6	3.4	3.8	3.4	1.8	2.0								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,750 4.6				6,520 8.0		30,070 36.9							
	Program			FACE THE NATION				CBS NFL FTBL PRE		← CBS NFL FTBL GM 1 — VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.7				5,130 6.3		13,530 16.6	12.1*		15.7*		16.7*		15.9*
	SHARE OF AUDIENCE %			13				22		41	35 *		42 *		42 *		40 *
	AVG. AUD. BY ¼ HR. %			3.9	3.5			5.7	6.8	10.6	13.6	15.1	16.3	16.9	16.6	16.1	15.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		6,280 7.7		25,180 30.9							
	Program					MEET THE PRESS		NFL '81-NBC PRE		← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					2,360 2.9		4,810 5.9		12,800 15.7	12.5*		15.6*		16.5*		16.8*
	SHARE OF AUDIENCE %					11		20		39	34 *		40 *		41 *		41 *
	AVG. AUD. BY ¼ HR. %					2.5	3.3	5.1	6.6	11.5	13.3	15.3	15.9	16.4	16.6	16.5	17.2

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	2,360 2.9		4,970 6.1				2,690 3.3									
	Program		(1) (OP)	← THIS WEEK-DAVID BRINKLEY →				COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)	2,280 2.8		2,770 3.4	2.8*		3.9*	2,120 2.6									
	SHARE OF AUDIENCE %	11		11	10 *		12 *	7									
	AVG. AUD. BY ¼ HR. %	2.8	2.8	2.7	3.0	3.7	4.2	2.7	2.4								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,340 4.1				9,450 11.6		30,640 37.6							
	Program			FACE THE NATION				CBS NFL FTBL PRE		← CBS NFL FTBL GM 1 — VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)			2,850 3.5				7,820 9.6		16,950 20.8	16.5*		19.3*		20.6*		21.3*
	SHARE OF AUDIENCE %			12				27		49	42 *		47 *		50 *		50 *
	AVG. AUD. BY ¼ HR. %			3.5	3.4			9.0	10.1	15.0	18.1	18.9	19.8	20.4	20.6	20.5	22.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,180 3.9		6,520 8.0		20,780 25.5							
	Program					MEET THE PRESS		NFL '81-NBC PRE		← NFL FOOTBALL GAME 1-NBC(B) — VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					2,450 3.0		4,970 6.1		10,190 12.5	11.0*		12.5*		12.4*		12.3*
	SHARE OF AUDIENCE %					10		18		30	29 *		31 *		30 *		29 *
	AVG. AUD. BY ¼ HR. %					3.1	2.9	5.4	6.9	10.5	11.5	12.4	12.7	12.2	12.5	12.2	12.5

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	24.7	26.1	27.3	27.7	29.0	29.8	30.9	33.0	36.1	37.8	38.6	39.5	40.1	40.5	40.5	40.9
	WK. 2	25.1	26.9	27.3	28.7	30.6	32.1	33.8	36.1	38.6	40.6	41.1	40.6	40.4	42.0	41.9	42.7

U.S. TV Households: 81,500,000

(1)KIDS ARE PEOPLE TOO II,ABC,(11:06-11:30AM)

For explanation of symbols, See page A.

DAY SUN. NOV.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.15, 1981

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																8,070 9.9	
Program																ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)																6,600 8.1	
SHARE OF AUDIENCE	%															14	
AVG. AUD. BY ¼ HR.	%															8.1	8.1
CBS TV TOTAL AUDIENCE (Households (000) & %)						26,410 32.4											
Program		CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (→OP)					CBS NFL FTBL GM 2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)										
AVERAGE AUDIENCE (Households (000) & %)			16.9*		18.3*	14,830 18.2			15.5*		16.6*		17.7*		18.9*		20.9*
SHARE OF AUDIENCE	%		40 *		42 *	36			34 *		34 *		35 *		34 *		36 *
AVG. AUD. BY ¼ HR.	%	16.2	17.7	18.0	18.7	1.4	15.3	15.1	15.8	16.5	16.7	17.2	18.2	18.8	19.1	20.0	21.8
NBC TV TOTAL AUDIENCE (Households (000) & %)																7,090 8.7	
Program		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)														NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)			16.5*		15.9*											6,030 7.4	
SHARE OF AUDIENCE	%		39 *		36 *											12	
AVG. AUD. BY ¼ HR.	%	17.0	15.9	15.7	15.7	12.3	4.1									7.4	7.5

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)												4,240 5.2				7,580 9.3	
Program												SPORTSBEAT(B)				ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)												3,260 4.0				6,520 8.0	
SHARE OF AUDIENCE	%											8				14	
AVG. AUD. BY ¼ HR.	%											4.0	4.1			7.7	8.2
CBS TV TOTAL AUDIENCE (Households (000) & %)										5,710 7.0						7,420 9.1	
Program		CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST								FAMOUS CLASSIC TALES						CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)			22.3*		22.9*					3,100 3.8	3.0*		4.7*			6,440 7.9	
SHARE OF AUDIENCE	%		50 *		50 *					7	6 *		9 *			13	
AVG. AUD. BY ¼ HR.	%	22.5	22.3	23.0	23.1	24.1	18.4			2.5	3.5	4.3	5.0			7.3	8.4
NBC TV TOTAL AUDIENCE (Households (000) & %)						25,180 30.9											
Program		NFL FOOTBALL GAME 1-NBC(B) VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (→OP)				NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)											
AVERAGE AUDIENCE (Households (000) & %)			13.5*		13.2*	13,370 16.4	12.3*		15.8*		17.3*		16.8*		16.3*		17.9*
SHARE OF AUDIENCE	%		31 *		29 *	32	26 *		33 *		34 *		32 *		29 *		31 *
AVG. AUD. BY ¼ HR.	%	13.6	13.5	13.3	12.5	11.2	13.4	14.3	16.4	17.2	17.3	17.2	16.4	15.9	16.7	18.2	17.5

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	41.4	42.2	43.4	44.2	44.3	44.0	44.8	46.6	49.1	50.9	52.4	54.7	56.9	58.8	60.1	62.5
	WK. 2	43.8	45.1	45.4	46.3	47.7	48.1	48.6	50.3	51.8	52.9	53.0	54.2	56.6	59.7	61.3	61.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. NOV.22, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.07AM	→GRID	34,470	42.3	19,640	24.1	39									
	2	9.00-12.12AM	→GRID								30,730	37.7	15,570	19.1	32		
			11.00						24.0							19.9	
			11.15				23.4*	42*	22.8					19.7*	35*	19.5	
			11.30						23.2							18.1	
			11.45				22.1*	48*	21.0					17.3*	40*	16.5	
			12.00						19.0							14.0	
	1	12.07-12.17AM	(SUS)														
	2	12.10-12.12AM	(SUS)														
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.47- 9.48PM	9.45														
EVENING TUESDAY																	
NBC NEWS UPDATE-2-TUE(SUS)	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NEWS UPDATE-2-THU(SUS)	2	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.47- 9.48PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.28- 8.29PM	8.15								13,940	17.1	13,940	17.1	28	17.1	
	1	8.58- 8.59PM	8.45	11,410	14.0	11,410	14.0	22	14.0								
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,360	21.3	17,360	21.3	36	21.3		15,570	19.1	15,570	19.1	31	19.1	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	12,800	15.7	12,800	15.7	25	15.7								
	2	8.57- 8.59PM	8.45								10,840	13.3	10,510	12.9	21	12.9	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	10,270	12.6	10,270	12.6	20	12.6		10,430	12.8	10,430	12.8	21	12.8	
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	8,560	10.5	8,560	10.5	18	10.5								
NBC NEWS UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	7.28- 7.29PM	7.15	10,920	13.4	10,920	13.4	21	13.4								
	2	8.26- 8.27PM	8.15								13,370	16.4	13,370	16.4	23	16.4	
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.33PM	→GRID								29,910	36.7	19,720	24.2	39		
			11.30													22.1	
	2	11.33-11.36PM	(SUS)														
ABC ABC NEWSBRIEF-SUN.	1	9.54- 9.56PM	9.45	17,600	21.6	17,440	21.4	32	21.4								
	2	10.00-10.01PM	10.00								19,560	24.0	19,560	24.0	37	24.0	
CBS CBS NFL FTBL GM 2	1	4.09- 7.02PM	→GRID	26,410	32.4	14,830	18.2	36									
			7.15						18.7								
CBS 60 MINUTES	1	7.18- 8.18PM	→GRID	31,050	38.1	22,660	27.8	42									
			8.15						23.9								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING SUNDAY-CONT'D																	
CBS ARCHIE BUNKER'S PLACE	1	8.18- 8.48PM	→GRID	19,890	24.4	17,690	21.7	31									
			8.45						22.4								
CBS ONE DAY AT A TIME	1	8.48- 9.18PM	→GRID	23,310	28.6	19,970	24.5	35									
			9.15						24.3								
CBS ALICE	1	9.18- 9.48PM	→GRID	20,950	25.7	19,640	24.1	35									
			9.45						24.5								
CBS NEWSBREAK-SUN.	1	9.16- 9.17PM	9.15	17,930	22.0	17,930	22.0	32	22.0								
	2	9.15- 9.17PM	9.15								15,730	19.3	15,490	19.0	27	19.0	
CBS JEFFERSONS	1	9.48-10.18PM	→GRID	22,490	27.6	20,210	24.8	38									
			10.15						23.4								
CBS TRAPPER JOHN, M.D.	1	10.18-11.18PM	→GRID	20,210	24.8	16,630	20.4	35									
			11.15						16.0								
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 6.53PM	→GRID								25,180	30.9	13,370	16.4	32		
			7.00													<<	
			7.15													<<	
			7.30													<<	
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	11,820	14.5	11,820	14.5	21	14.5								
	2	9.09- 9.10PM	9.00								15,570	19.1	15,570	19.1	27	19.1	
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.50- 9.51PM	9.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
NBC NBC NEWS UPDATE-2-SUN.	2	9.58- 9.59PM	9.45								14,180	17.4	14,180	17.4	26	17.4	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	14,910	18.3	14,910	18.3	28	24.0	M-F	14,510	17.8	14,510	17.8	28	17.0	M-F
			9.15						9.6	FRI.							
			9.45						19.2	TU-TH						18.1	TU-F
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	6,520	8.0	5,380	6.6	20	7.1	TU-F	6,600	8.1	5,220	6.4	19	7.2	TU-F
			11.45						6.0	TU-F						5.6	TU-F
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	3,750	4.6	2,530	3.1	14	3.0	TUE.	3,500	4.3	2,280	2.8	14	3.1	TUE.
			12.15				3.1*	12*	3.2	TUE.				3.1*	13*	3.1	TUE.
			12.30						3.1	TUE.						2.7	TUE.
			12.45				3.0*	15*	3.0	TUE.				2.6*	14*	2.5	TUE.
			1.00						3.0	TUE.						2.5	TUE.
ABC FRIDAYS		12.00- 1.11AM	12.00	5,050	6.2	2,850	3.5	13	4.6	FRI.	5,870	7.2	3,260	4.0	14	4.5	FRI.
			12.15				4.3*	14*	3.9	FRI.				4.4*	14*	4.3	FRI.
			12.30						3.4	FRI.						4.2	FRI.
			12.45				3.1*	13*	2.8	FRI.				3.9*	15*	3.6	FRI.
			1.00						2.8	FRI.						3.3	FRI.
ABC LOVE BOAT-12.00		12.00- 1.09AM	12.00	4,970	6.1	2,930	3.6	18	4.1	WED.	4,080	5.0	2,850	3.5	17	4.0	WED.
			12.15				4.0*	17*	3.8	WED.				3.9*	16*	3.8	WED.
			12.30						3.6	WED.						3.4	WED.
			12.45				3.5*	20*	3.3	WED.				3.3*	18*	3.1	WED.
			1.00						2.9	WED.						2.9	WED.
ABC VEGA$-12.00		12.00- 1.09AM	12.00	3,750	4.6	2,040	2.5	12	2.4	THU.	3,830	4.7	2,530	3.1	15	2.9	THU.
			12.15				2.3*	10*	2.2	THU.				3.0*	12*	3.1	THU.
			12.30						2.6	THU.						3.2	THU.
			12.45				2.7*	15*	2.8	THU.				3.2*	17*	3.3	THU.

CONT'D

 U.S. TV HOUSEHOLDS: 81,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC VEGA$-12.00-CONT'D			1.00						2.8	THU.						3.3	THU.
ABC ABC NEWS:NIGHTLINE-MON	2	12.43- 1.13AM	12.30								3,500	4.3	2,930	3.6	19	4.0	MON.
	1	12.48- 1.18AM	12.45	3,910	4.8	3,340	4.1	21	4.5	MON.						3.7	MON.
			1.00						4.0	MON.						3.3	MON.
			1.15						3.4	MON.							
ABC FRIDAYS-PART 2	1	1.11- 1.20AM	1.00	2,610	3.2	2,200	2.7	13	2.9	FRI.							
	2	1.11- 1.14AM	1.00								3,100	3.8	2,770	3.4	15	3.4	FRI.
			1.15						2.6	FRI.							
		VARIOUS TIMES	(SUS)														
CBS NEWSBREAK-M-F	2	>	8.30								12,310	15.1	12,470	15.3	24	16.8	M-F
	1	>	8.45	13,120	16.1	13,860	17.0	25	14.4	M-F						14.4	MWTHF
			9.00						22.2	TUE.						15.2	TUE.
CBS LATE MOVIE I		>	11.30	7,910	9.7	5,050	6.2	22	6.9	M-F	7,740	9.5	4,970	6.1	21	6.9	M-F
			11.45				6.7*	19*	6.5	M-F				6.7*	20*	6.5	M-F
			12.00						6.2	M-F						6.1	M-F
			12.15				6.0*	23*	5.9	M-F				5.9*	22*	5.7	M-F
			12.30						5.4	M-F						5.2	M-F
			12.45				3.5*	19*	3.4	M-F							
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,080	5.0	3,420	4.2	25	4.9	M-F	4,080	5.0	3,340	4.1	24	4.2	M-F
			12.45				5.0*	27*	4.4	M-F				4.0*	22*	4.3	M-F
			1.00						4.0	M-F						4.0	M-F
			1.15				3.9*	25*	3.7	M-F				4.0*	26*	3.9	M-F
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	11,820	14.5	11,820	14.5	22	14.5	M-F	11,650	14.3	11,650	14.3	22	14.3	M-F
NBC NBC NEWS UPDATE-2-M-F	1	9.58- 9.59PM	9.45	9,700	11.9	9,700	11.9	18	11.9	TU&TH							
	2	>	9.45								11,570	14.2	11,570	14.2	22	14.2	MWF
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,970	11.0	5,710	7.0	23	8.0	M-F	9,940	12.2	6,190	7.6	25	8.8	M-F
			11.45				7.7*	22*	7.3	M-F				8.4*	25*	7.9	M-F
			12.00						6.6	M-F						7.7	M-F
			12.15				6.2*	23*	5.8	M-F				6.9*	26*	6.1	M-F
NBC SCTV COMEDY NETWORK	1	12.30- 2.00AM	12.30	4,560	5.6	2,450	3.0	15	4.3	FRI.							
	2	12.30- 1.58AM	12.30								4,320	5.3	2,200	2.7	13	4.2	FRI.
			12.45				3.8*	16*	3.2	FRI.				3.8*	15*	3.4	FRI.
			1.00						3.0	FRI.						2.9	FRI.
			1.15				2.8*	14*	2.7	FRI.				2.6*	12*	2.3	FRI.
			1.30						2.7	FRI.						1.9	FRI.
			1.45				2.4*	14*	2.1	FRI.				1.7*	10*	1.5	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	2,930	3.6	2,360	2.9	15	3.3	M-TH	2,850	3.5	2,360	2.9	16	3.2	M-TH
			12.45						2.5	M-TH						2.6	M-TH
NBC TOMORROW COAST TO COAST-2		>	1.00	2,040	2.5	1,390	1.7	13	2.1	M-TH	2,120	2.6	1,550	1.9	15	2.3	M-TH
			1.15				1.9*	13*	1.7	M-TH				2.2*	16*	2.1	M-TH
			1.30						1.6	M-TH						1.8	M-TH
			1.45				1.5*	14*	1.6	M-TH				1.6*	15*	1.4	M-TH
		VARIOUS TIMES	(SUS)														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY																	
ABC GOOD MORN. AMER. SP-9.00(S)	1	9.00- 9.39AM	9.00	5,300	6.5	3,990	4.9	23	4.4	THU.							
			9.15				4.6*	23*	4.8	THU.							
			9.30						5.8	THU.							
ABC GOOD MORN. AMER. SP-9.39(S)	1	9.39-10.00AM	9.30	6,360	7.8	5,710	7.0	29	6.5	THU.							
			9.45						7.2	THU.							
ABC GOOD MORN. AMER. SP-10.00(S)	1	10.00-10.39AM	10.00	9,210	11.3	6,680	8.2	29	8.6	THU.							
			10.15				8.4*	29*	8.3	THU.							
			10.30						7.4	THU.							
ABC REAGAN ADDRESS-ABC(SUS)	2	10.00-10.30AM	10.00														WED.
ABC GOOD MORN. AMER. SP-10.39(S)	1	10.39-11.00AM	10.30	6,030	7.4	5,460	6.7	27	6.8	THU.							
			10.45						6.7	THU.							
ABC GOOD MORN. AMER. SP-11.00(S)	1	11.00-11.34AM	11.00	5,710	7.0	4,650	5.7	23	5.9	THU.							
			11.15						5.5	THU.							
			11.30						5.4	THU.							
ABC GOOD MORN. AMER. SP-11.34(S)	1	11.34-12.00NN	11.30	4,890	6.0	4,400	5.4	22	5.4	THU.							
			11.45						5.4	THU.							
ABC ABC SPECIAL REPORT-1235P(SUS)	1	12.35-12.44PM	12.30							THU.							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC REACH INTO SPACE(S)	1	1.00- 1.20PM	1.00	8,070	9.9	7,250	8.9	34	9.2	FRI.							
			1.15						8.1	FRI.							
ABC ABC DAYTIME NEWSBRIEF-M-F	1	1.57- 1.59PM	1.45	8,560	10.5	8,310	10.2	36	10.2	M-F							
	2	>	1.45														
ABC ONE LIFE TO LIVE	1	>	→GRID	11,080	13.6	8,720	10.7	38		M-F	8,070	9.9	7,820	9.6	35	9.6	M-F
			2.15				10.3*	36*	10.4	MWTHF							
			2.30						10.5	M-F							
			2.45				10.9*	39*	11.0	M-F							
			3.00						11.5	TUE.							
			3.15				11.5*	38*	11.5	TUE.							
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							
ABC GENERAL HOSPITAL	1	>	→GRID	13,280	16.3	10,430	12.8	41		M-F							M-F
			3.15				12.7*	42*	13.0	MWTHF							
			3.30						12.9	M-F							
			3.45				12.8*	40*	12.7	M-F							
			4.00						13.7	TUE.							
			4.15				13.3*	39*	13.0	TUE.							
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	9,860	12.1	6,760	8.3	23	8.2	WED.							M-F
			4.45				8.1*	24*	8.1	WED.							
			5.00						8.3	WED.							
			5.15				8.4*	22*	8.6	WED.							
CBS CBS NEWS SPEC. RPT.-6.00A(S)	1	6.00- 7.00AM	6.00	2,530	3.1	1,390	1.7	35	1.2	THU.							
			6.15				1.5*	39*	1.8	THU.							
			6.30						1.9	THU.							
			6.45				1.9*	32*	1.9	THU.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MORNING-KURALT&SAWYER(B)	1	7.00- 9.00AM	7.00	5,710	7.0	2,120	2.6	17	2.0	THU.							
			7.15				2.1*	21*	2.1	THU.							
			7.30						2.3	THU.							
			7.45				2.5*	16*	2.6	THU.							
			8.00						2.9	THU.							
			8.15				2.9*	16*	2.9	THU.							
			8.30						2.9	THU.							
			8.45				3.0*	16*	3.2	THU.							
CBS CBS NEWS SPEC.RPT.-9.00AM(S)	1	9.00-10.42AM	9.00	9,050	11.1	4,560	5.6	23	3.7	THU.							
			9.15				4.1*	20*	4.4	THU.							
			9.30						4.5	THU.							
			9.45				5.0*	21*	5.5	THU.							
			10.00						7.5	THU.							
			10.15				7.5*	26*	7.6	THU.							
			10.30						6.4	THU.							
CBS CBS NEWS SPEC. RPT.-10AM(SUS)	1	10.00-10.09AM	10.00							FRI.							
CBS REAGAN ADDRESS-CBS(SUS)	2	10.30-11.00AM	10.30														WED.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,460	6.7	5,300	6.5	28	6.5	M-F	5,130	6.3	4,890	6.0	27	6.0	M-F
CBS CBS NEWS SPEC. RPT.-1.05P(SUS)	1	1.05- 1.12PM	1.00							FRI.							
CBS AS THE WORLD TURNS	1	>	→GRID	7,090	8.7	5,710	7.0	25		M-F							
			1.45				6.6*	23*	6.5	MTHF							
			2.00						7.2	MWTHF							
			2.15				7.3*	26*	7.4	MWTHF							
			2.30						6.7	TUE.							
			2.45				7.0*	24*	7.1	TUE.							
CBS BODY HUMAN:LOVE PROC.MEN2(S)	1	1.30- 2.00PM	1.30	6,030	7.4	5,050	6.2	21	6.1	WED.							
			1.45						6.2	WED.							
CBS BODY HUMAN:LOVE PROC.MEN1(S)	1	1.30- 2.00PM	1.30	6,760	8.3	5,540	6.8	24	7.0	TUE.							
			1.45						6.6	TUE.							
CBS REAGAN NEWS CONF.-CBS(SUS)	1	2.00- 2.38PM	2.00							TUE.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,710	7.0	5,460	6.7	20	6.7	M-F	5,710	7.0	5,460	6.7	20	6.7	M-F
NBC TODAY SHOW-7.00AM(SUS)	1	7.00- 7.30AM	7.00							THU.							
NBC TODAY SHOW-8.00AM(SUS)	1	8.00- 8.30AM	8.00							THU.							
NBC TODAY SPECIAL COLUMBIA II(S)	1	9.00-12.00NN	9.00	13,860	17.0	5,380	6.6	27	5.7	THU.							
			9.15				5.8*	28*	5.8	THU.							
			9.30						6.3	THU.							
			9.45				6.6*	28*	6.9	THU.							
			10.00						8.1	THU.							
			10.15				8.0*	28*	7.8	THU.							
			10.30						6.9	THU.							
			10.45				7.0*	28*	7.2	THU.							
			11.00						7.0	THU.							
			11.15				6.7*	27*	6.3	THU.							
			11.30						5.9	THU.							
			11.45				5.5*	22*	5.1	THU.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
NBC REAGAN ADDRESS-NBC(SUS)	2	10.00-10.30AM	10.00														WED.
NBC NBC SPECIAL REPORT(SUS)	1	1.44- 1.50PM	1.30							FRI.							
NBC ANOTHER WORLD	1	>	→GRID	4,320	5.3	3,420	4.2	15		M-F							
			2.15				4.2*	15*	4.2	MWTHF							
			2.30						4.2	M-F							
			2.45				4.1*	14*	4.0	M-F							
NBC REAGAN NEWS CONF.-NBC(SUS)	1	2.00- 2.37PM	2.00							TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,340	4.1	3,020	3.7	18	3.7		3,020	3.7	2,690	3.3	17	3.3	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,890	6.0	4,400	5.4	23	5.4		6,360	7.8	5,790	7.1	29	7.1	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,990	4.9	3,670	4.5	16	4.5		4,890	6.0	4,480	5.5	18	5.5	
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	4,480	5.5	3,830	4.7	16	4.7		4,240	5.2	3,750	4.6	15	4.6	
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.29PM	→GRID	6,850	8.4	5,460	6.7	25			5,790	7.1	5,300	6.5	23		
	2	12.00-12.17PM	→GRID													7.1	
			12.15						7.0								
ABC NCAA FOOTBALL GAME	1	12.28- 3.49PM	→GRID	21,110	25.9	9,700	11.9	37			23,230	28.5	11,250	13.8	40		
	2	12.16- 3.21PM	→GRID											17.2*	44*	15.1	
			3.15														
			3.45						13.5								
ABC ABC SPECIAL REPORT-2.08P(SUS)	1	2.08- 2.10PM	2.00														
ABC NCAA FOOTBALL POST GAME	2	3.22- 3.42PM	→GRID								13,530	16.6	11,980	14.7	38		
			3.30													14.4	
ABC ABC SPECIAL REPORT-3.50(S)	1	3.50- 3.56PM	3.45	11,330	13.9	10,020	12.3	31	12.3								
ABC ABC SPECIAL REPORT-4.09P(SUS)	1	4.09- 4.11PM	4.00														
ABC ABC SPECIAL REPORT-4.14PM(S)	1	4.14- 4.31PM	4.00	9,450	11.6	9,130	11.2	25	9.5								
			4.15						11.2								
			4.30						12.7								
ABC ABC SPECIAL REPORT-5.06PM(S)	1	5.06- 5.11PM	5.00	10,270	12.6	9,290	11.4	25	11.4								
ABC NCAA FOOTBALL POST 2	1	6.41- 6.58PM	6.30	9,940	12.2	8,880	10.9	21	10.5								
			6.45						10.6								
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,200	2.7	2,040	2.5	16	2.5		2,850	3.5	2,610	3.2	22	3.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,530	3.1	2,280	2.8	14	2.8		3,260	4.0	2,850	3.5	19	3.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,400	5.4	4,320	5.3	23	5.3		4,970	6.1	4,970	6.1	27	6.1	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	5,950	7.3	5,710	7.0	29	7.0		8,070	9.9	7,740	9.5	36	9.5	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,540	6.8	5,220	6.4	26	6.4		5,790	7.1	5,380	6.6	24	6.6	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,220	6.4	4,810	5.9	22	5.9		5,950	7.3	5,460	6.7	24	6.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,080	5.0	3,830	4.7	16	4.7		5,130	6.3	4,730	5.8	20	5.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,240	5.2	3,670	4.5	16	4.5		4,890	6.0	4,480	5.5	19	5.5	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,130	6.3	4,650	5.7	19	5.7		5,220	6.4	4,890	6.0	19	6.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,400	5.4	3,990	4.9	16	4.9		4,890	6.0	4,320	5.3	16	5.3	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,420	4.2	3,260	4.0	27	4.0		3,420	4.2	3,340	4.1	31	4.1	
NBC ASK NBC NEWS-09:12AM		9.12- 9.14AM	9.00	7,420	9.1	7,170	8.8	43	8.8		6,360	7.8	6,190	7.6	38	7.6	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,400	5.4	4,400	5.4	21	5.4		3,180	3.9	3,020	3.7	15	3.7	
NBC ASK NBC NEWS-11:28AM	1	11.28-11.30AM	11.15	4,890	6.0	4,730	5.8	22	5.8								
NBC ASK NBC NEWS-11:58AM	2	11.58-12.00NN	11.45								4,160	5.1	3,990	4.9	17	4.9	
NBC ASK NBC NEWS-12:28PM		12.28-12.30PM	12.15	3,750	4.6	3,590	4.4	16	4.4		4,650	5.7	4,560	5.6	19	5.6	
NBC COLUMBIA II LANDING(S)	1	3.00- 5.09PM	→GRID	16,710	20.5	6,600	8.1	20									
			5.00						10.9								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.06AM	→GRID								2,850	3.5	2,040	2.5	10		
			11.00													2.7	
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	3,180	3.9	2,770	3.4	13	3.4		2,610	3.2	2,280	2.8	10	2.8	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM 1	1	1.00- 4.22PM	→GRID	30,070	36.9	13,530	16.6	41									
			4.00						21.6								
			4.15				22.2*	50*	20.3								
NBC NFL FOOTBALL GM 1-NBC(B)	2	1.00- 4.06PM	→GRID								20,780	25.5	10,190	12.5	30		
			4.00													9.9	
NBC NFL FOOTBALL POST-NBC	1	4.08- 4.23PM	4.00	6,760	8.3	6,280	7.7	17	8.5								
			4.15						7.1								

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).